CRAFT MODEL & HOBBY INDUSTRY

JANUARY 1974

TRADE SHOW Program & Planning Guide

Show Highlights
Complete Exhibitor List & Program
Product Showcase

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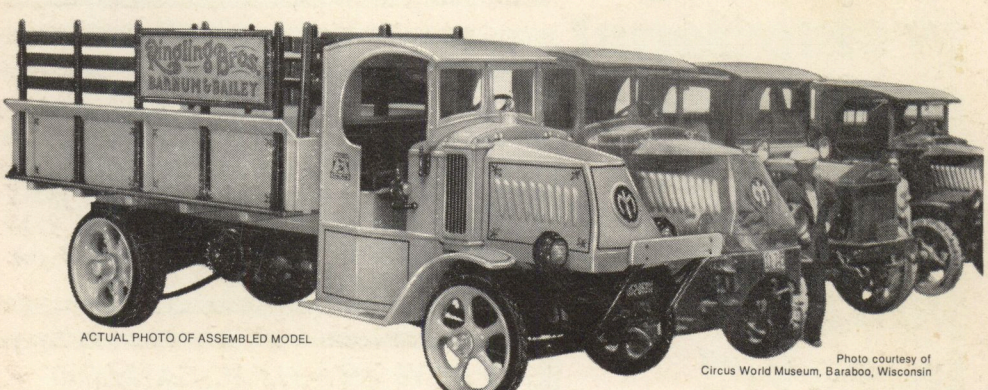

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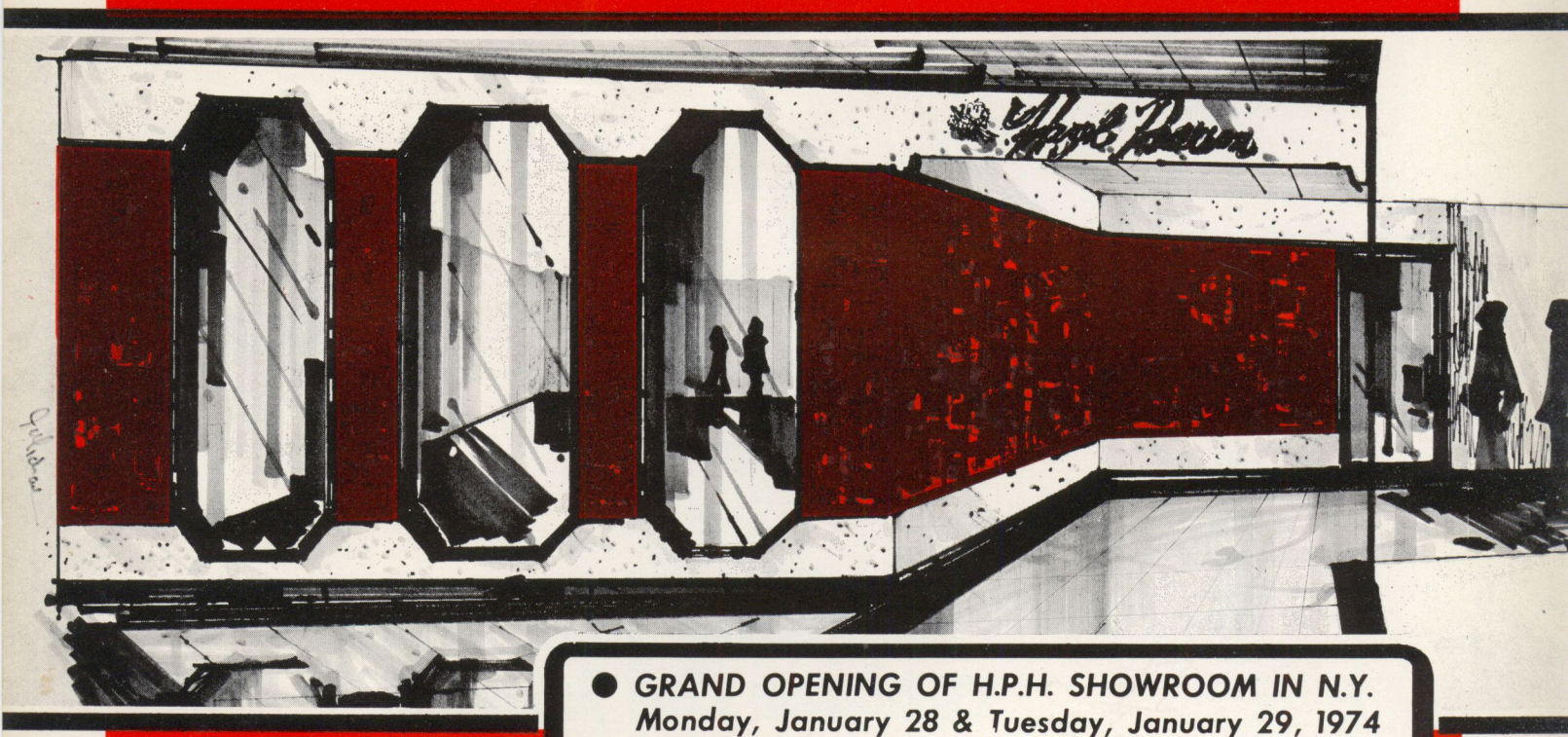

Architects rendering of exterior and entrance of new H.P.H. showroom in New York.

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Craft, Model & Hobby Industry

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JANUARY/1974

TRADE SHOW PREVIEW

OVER the past few years, CM&HI's **January issue** has provided advance coverage of the annual HIAA Convention & Trade Show. Each year, the coverage has been increased to the point where we have now made the January issue a complete **Trade Show Program & Planning Guide.** The Guide opens with comments by Richard Falk (General Crafts Corp.), president of the Association.

We have attempted to provide as much material as possible about the Show so that exhibitors and buyers may properly prepare themselves for this, the biggest show in our industry's history.

Included in this Show Guide is a floor plan and list of exhibitors, a program, plus highlights of various meetings, seminars, and other events. Most important is an advance listing of all exhibitors at the show, giving company name, show location, a brief description of products being featured, and other particulars.

Second feature is a two-part **Product Showcase** for hobby and craft products being displayed at the Show. This Showcase of new products will extend through the February and March issues. Our intention is to cover as many new items as possible so buyers may have in these three issues a pictorial selection of items they will be selecting from in 1974. Since there are more than 300 firms exhibiting at the Show, this will represent quite a display of products.

While at the Show, why not stop by and see us. Craft, Model & Hobby's booth number is **75, East Hall.**

Have a good Show!

ETHEL K. GOLDBERG
PRESIDENT

MAURICE G. GHERMAN
PUBLISHER

GEOFFREY WHEELER
EDITOR-IN-CHIEF

BUD HOLLZER
CIRCULATION

Vol. 28/No. 339

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Robin Hood Press 75

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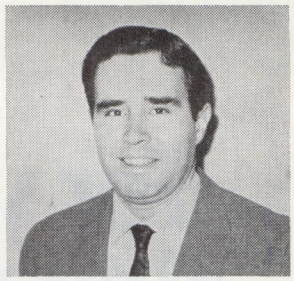
hobby commentary



By **GEOFFREY WHEELER,** Editor

New Shifts in Leisure Lifestyle Likely to Benefit Hobbies and Crafts

GOING into the 1974 Hobby/Craft Trade Show, many people in the industry are wondering what the business picture is ahead. Certainly the picture at present is confusing, with many conflicting elements to consider.

The two questions on everyone's mind are the "Energy Crisis" and the state of the economy. The Number One business topic for weeks has been the "Energy Crisis." Every few days some new dimension is added to the problem and how we define our use of energy. As Americans have fast become aware in recent weeks, almost every aspect of our life is tied to our need for and use of energy.

The embargo on oil shipments by Middle East suppliers has forced a sudden and dramatic change in facets of our life style. The most obvious forms are the threat of less heating oil during winter and gasoline rationing — whether voluntary or imposed.

The most disturbing part of this "Energy Crisis" is the inability of the experts to define what has happened, what is happennig, and where events are likely to take us. One week we get a report implying that modern civilization, with its dependence on oil, has "had it." The next, somebody with equally good credentials says "poppycock!" — things are a little tight right now but they're getting better already.

The second question of concern to us all is the direction the economy will take during 1974. Even before the energy crisis had begun to assume serious proportions, economic analysts were hedging on what lay ahead. Some predicted that we were headed for a business downturn and quite possibly a recession. Others predicted that business would pick up and be even better in 1974 than in 1973.

What's confusing about all this publicized "expertise" is that presumably these experts are all reading the same charts, the same reports, the same interpretations — yet they often come up with divergent views. This sort of confusion is small comfort to the businessman who depends on the Federal Government and various institutions for business information and guidance.

Although many people in our industry are keeping a watchful eye on trends in the economy, of prime concern is the materials shortage, a direct outgrowth of the energy crisis. During recent weeks, in preparing our January and February Trade Show issues, I have talked to hundreds of people in our industry. Invariably, the question of materials shortages comes up in the conversation: wood, plastic, basic ingredients for glue, paints, and other finishing materials; paper for packaging, instruction books, or project designs; various types of containers, etc.

The most obvious impact a shortage of materials will have in our industry is in the area of kits. A kit without one component is no kit at all. And already some kit manufacturers are wondering how and when they are going to be able to market some of the items they've planned for release this year. Undoubtedly, many companies seek alternative components and when they can't find these, change their kit concepts or scrap them. Many companies will also be looking for ways to develop new products less affected by materials shortages. Of course such changes take time to make. A company wants to weigh very carefully any substantial change in product line because this will mean changing the company's image in the market place. Perhaps more manufacturers and more retailers will put more emphasis on open-stock items. Open-stock offers you a certain merchandising freedom that kits do not. Shortages in open-stock can be more easily compensated for than the shortage of key components in kits.

If the materials shortage continues for many months, there is likely to be an impact in those markets that have relied on kits for their main merchandising concept. How will mass market operations respond to the possibility of changes in the depth and selection of kitted products they now offer?

Perhaps the materials shortage will spur some new acquisitions or mergers among companies seeking additional or substitute product lines not critically affected by materials shortages. In turn, such changes could dramatically change the face of our industry, most notably in crafts where thousands of products are potentially affected by massive materials shortages.

But while many manufacturers complain of materials shortages there is just enough uncertainty about trends to encourage optimism. Helping to fuel this optimism is the prospect of American consumers having to spend more of their leisure hours at home. This trend alone is likely to encourage more Americans to discover hobbies and crafts — not only as substitute forms of leisure but as a way to save money and fight inflation. Consumers who have to curtail their travel plans are likely to spend less money on photographic, camping, and sporting equipment. Will a turning to indoor leisure spur the sale of phonographs, books, and other products? Possibly. But certainly hobbies and crafts stand in a very strong position. Already there are reports in the financial press of more attention being given to hobby and craft products.

My own feeling is that yes — hobbies and crafts will benefit and as a result of a potentially radical shift in how Americans use their leisure time, we will see many new and different hobby/craft products being designed to fit new leisure needs.

I think a lot of what we see at the 1974 Hobby/Craft Show will shape the direction the industry will take during 1974. I wouldn't be surprised if we were to see some furious scrambling by manufacturers who foresee dramatic shifts in product trends — both as a result of materials shortages and of changes in leisure lifestyle.

It has often been said that hobbies and crafts are "depression proof" (or at least "repression proof"). We now have before us a new set of circumstances that could catapult this industry's growth to new and unimagined heights.

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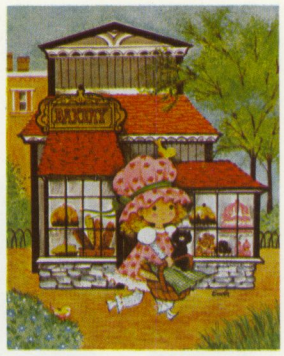

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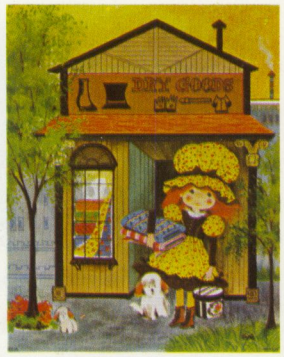

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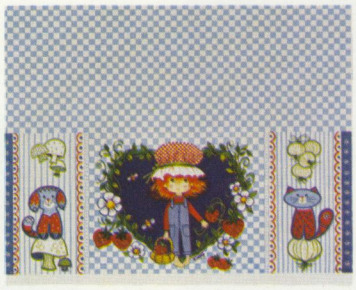

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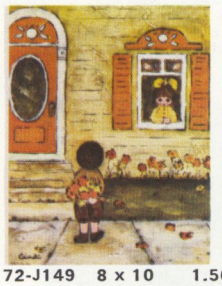

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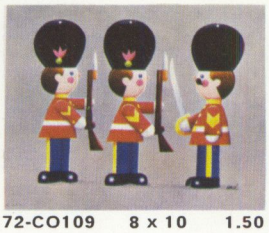

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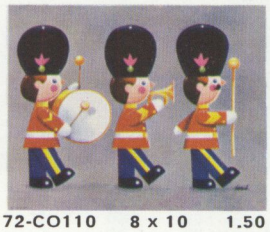
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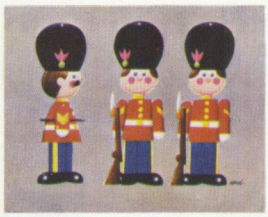

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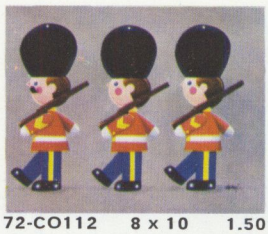

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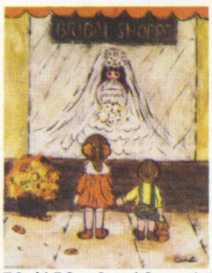

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CRAFT FORUM

By **Marjorie Suszczynski** (Wal-Mar, Inc.)

WHERE DO WE GO FROM HERE?

WHERE do we go from here?? With a year of shortages in every imaginable commodity behind us, and another year facing us in which we are told things are going to get worse before they get better, where **do** we go?

There are two schools of thought about the future of the Hobby Industry during the months ahead. Some feel that the energy crisis and all of the problems surrounding it will be very hard on our industry. Others believe that because of the curtailment of travel, a big do-it-yourself period will emerge from the stay-at-home crowd. I tend to cast my lot with the second group, believing that public resentment over its passive role in an age of plasticity will continue to have a rippling effect on the American economy.

People today have a desire to do something personally for family and friends. They want to give gifts and fill their homes with objects that are more lasting and more intimate than the ready-made items that reflect this plastic age in which we live. Needless to say, many gifts they can not afford to buy, they can afford to make. Many busy hands, including men's, today are busy doing home crafts. Would you believe that Rosey Grier, the former New York Giant and Los Angeles Rams lineman, is a devotee of needlepoint? He, like numerous others, have joined the crafts revolution because it is relaxing and because it's a way to express creativity.

I truly believe there is still a starving market out there, but manufacturers should realize that the consumer will not be as affluent perhaps as they have been in the past. With gasoline nearing fifty cents a gallon and promising to go higher; with the cost of every necessary commodity increasing daily; with the uncertainty of wages due to cutbacks resulting in shorter work weeks and higher unemployment levels, the craft and hobby buyer will be more price conscious than ever before. The merchandise that will continue to move off the retailers' shelf will be that which is a good value. The public will rebel more now than ever before against the big fancy box with little value. The theory that a five dollar box must be "x" number of inches and a ten dollar box must be "2x" number of inches is a thing of the past.

Let's STOP allowing **toy** merchandisers tell us how to merchandise **crafts.** We are not appealing to a market of four-to-twelve-year-olds. The largest percentage of crafts are being sold to the adult female and this buyer is more concerned with the value of the contents than the size of the box.

A great number of salesmen who know nothing about crafts are out representing companies who likewise know nothing about crafts. The result is numerous departments and shops overstocked with the wrong merchandise mix, no money to buy the proper inventory, and a sour taste for crafts — a category that properly assorted and properly merchandised could mean substantial profits.

If you intend to make crafts your business, then make it your business to know more about the products you are buying and the reliability of your sources. If your sources are unwilling or unable to provide you with the service program needed to make your profit picture bright, you should be looking for other sources.

As I mentioned last year and have been asked to repeat again here, the Craft Industry has arrived at a "crossroads" and the question is still unanswered, "Will it rise to the level of the flourishing Art Materials Industry, or will it fall to the depths of the suffering Toy Industry?" We need our own identity! We cannot afford to be identified with the Toy Industry. Increased Government activity regarding "Consumerism" can be expected and we must work together to establish the product and market differences between the Hobby and Toy industries. Without the Hobby Industry Association of America, this would be an impossible chore. Which brings us back to "Where do we go from here?"

Most hobby and craft industry leaders, as well as thousands of individuals who earn their living in this great industry, will be migrating to Chicago in February. Will you be counted among them? Unfortunately, a relatively small percentage of the vast number of exhibitors and buyers who come to Chicago participate actively in the various Division and Section meetings. A tremendous amount of valuable information is exchanged at these meetings concerning how to improve your profit picture, promotion and advertising, traffic problems, and new ideas. This makes these meetings worthy of your attendance!

Last year, for example, the Craft Division had an excellent meeting under the leadership of Elaine Broadwater, Chairwoman of the Division. A series of Round Table discussion groups reviewed and developed many interesting and beneficial topics relative to the numerous categories comprising the Craft Division. These discussions were followed by a very productive business meeting during which the groundwork for the format of the Craft Division's Educational Service Project was established. This program, if supported by the industry, will lead to the publishing of a Craft Book Source Catalogue listing all consumer Craft Books published by H.I.A.A. members. The listing will contain the names of the book, publisher, craft or crafts covered, and the price.

The Reference Guide will list geographically the names of H.I.A.A. members from whom the craft books can be purchased. The Source Catalogue will be distributed free nationally to the libraries of Junior High Schools first, and then to High Schools, Elementary Schools, and State Colleges as the budget allows. Your support is important to a successful program. Please plan to arrive in Chicago early enough to attend the Craft Division Meeting which begins at 9:00 a.m. on Friday, February 1st. The agenda includes a panel of ten retailers who will relate ideas that have proven profitable for them, Round Table Discussions on Commercial and H.I.A. Regional Trade Shows, Consumer

(CONTINUED ON PAGE 32)

1974 HIAA SHOW

focus on $billion market

By **Richard Falk,** President, Hobby Industry Association of America

THE 7,500 or more buyers expected to attend the 37th Hobby Industry Show in Chicago will be overwhelmed with the enormous gathering of hobby products—all under one roof at the Conrad Hilton Hotel.

More than 300 exhibitors will be displaying their complete lines of models, crafts, collectors items and supplies come February 3-6. These displays will cover an exhibit area that exceeds the 100,000-square-foot space used in 1973.

Two additional areas will be open to exhibits: the lower lobby (the former registration area) and the Normandie Lounge.

Product Categories

Plastic kits, which in 1972 showed a retail sales volume of $202 million, will depict all types of transportation, from the early days to the present: sailing ships, cars, planes and tanks.

Crafts, an industry that has grown from $150 million in 1968 to an estimated $306 million in 1972, will include kits, bulk crafts, special tools and finishing materials, hardware and accessories.

Model railroading, a $112 million business in 1972, will be represented in all scales, kits and ready-to-run, with layouts, scenery, power, track, and accessories.

Model aeronautics and **radio control,** with combined retail sales reaching $108 million in 1972, will include balsa kits, rubber- and engine-powered planes, gas engines, ready-to-fly models, radio control systems for planes, ships, and cars.

Scale model miniatures, collectors pieces, encompass all modes of transportation and military figures.

Other collectors items are the ever-popular **stamps** and **coins. Science kits** will be available for beginners, intermediates, and advanced hobbyists.

Model car racing, rockets, hobby toys, games and wooden model kits complete the spectrum.

Special Postal Sub-Station

There will be a repeat performance for the U.S. postal sub-station set up for the first time in 1973. Commemorative and regular stamps can be purchased; special covers and regular envelopes can be stamped and cancelled with the special cancellation honoring the nation's hobbyists and the 37th Hobby Show.

In addition, the U.S. Postal Department will have its own booth at the show. For the first time, the Department is aggressively going into the stamp collectors' field by offering new editions of stamps and stories and 1973 mint set packs of stamps that contain all the commemorative, special and memorial stamps issued during the year; also stamp collector starter kits that include Canadian and U.S. stamps and topical starter kits based on European art, space, animals, and sports.

Workshops/Demonstrations

Seminars and workshops during show hours will be open to all, with members of HIA receiving priority. Complete schedules will be available at the Retailer Section's Hospitality Booth and buyers can register for sessions there on Sunday, February 3rd, opening day.

Show Badges

Once again, the HIAA advises pre-registering. Buyers can apply for registration by writing on letterhead paper to Walt Caddell at the HIA office, 200 Fifth Avenue, Room 1101, New York, N.Y. 10010. An application form will be sent to each registrant. It must be returned to the HIA by January 11, 1974, in order for the registrant to receive a badge prior to show time. Then all he need do is pick up a plastic badge holder and Show Program Book when he arrives at the hotel.

Division/Section Meetings

Members of HIAA can attend Division (related to product category) and Section (Manufacturer, Wholesaler, Manufacturer Representatives, Retailer, and Publisher) meetings. In this way they will be better informed about the industry, its products and Association activities.

Annual Business Meeting, Dinner

Two features of this event are the Annual Business Meeting that will take place Monday night, February 4, and the dinner-dance and awards meeting held in the Grand Ballroom of the hotel the following night.

The **Annual Business Meeting** can be attended by non-members, although they do not have a vote when voting is required. HIAA officers and key Committee Chairmen will report to the Membership.

The **banquet** can be attended by all persons. Tickets will be available from HIAA headquarters in New York and in the registration area of the show Sunday, February 3rd, through Tuesday, February 5th.

The January 1974 issue of this publication lists all events of the show so that all can plan their schedules ahead of time.

Make Reservations Early

Those wishing to attend the show should reserve their hotel rooms early. They will receive from the HIAA a card which they can fill out and mail to the Conrad Hilton, 720 S. Michigan, Chicago, Ill. 60605. Or they can look into other possible locations, including moderately-priced rooms at the YMCA.

Industry Growth = Show Growth

Growth of the show each year is visible evidence of the consistent growth of the entire hobby industry. From estimated retail sales of $550 million in 1964, $800 million in 1968, $1,014 million in 1971, up nine percent to $1,091 million in 1972, we can predict that 1973 figures will be in the area of $1,200 million.

See you all at the show!

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"Make the Scene" with Sculptamold. An easy project with creative results for your customers; a new dimension for your craft or model scene. "Make the Scene" demonstrates the versatility of Sculptamold because it involves modeling, casting and sculpting. This versatility means more sales opportunity for you. Sell Sculptamold for craft projects; bas-reliefs; railroad layouts; scale model dioramas; school projects; relief maps; volcanoes; etc.

Instructions:

1. Assemble the following materials: Sculptamold; small animal, owl or mushroom molds; clean bowl; water; spoon; fork; paints; brush and small board or shingle.

2. Using a spoon, mix Sculptamold with water to a dough-like or clay-like consistency. Press a small amount into the molds. (Smooth castings are possible by mixing Sculptamold one to one with water and pouring into the molds then tapping to release bubbles). Allow Sculptamold to harden for about one hour before removing from molds.

3. Model additional Sculptamold into a loaf shape. Place on the board and press with a kitchen fork in a spiraling motion. This gives the appearance of tree bark. Small offshoots may be added and pressed into position. Pressure usually assures adherence to the board. No glue is necessary. If more Sculptamold is needed, just mix a new batch. Sculptamold may be added to at any stage of dryness.

4. Sculptamold can be painted with a water base paint as soon as it hardens, in about 30 minutes. Or you may paint with any type of finish when it is dry. Air dry Sculptamold over night or put in a 200° oven for a quick dry.

And you can recommend Sculptamold with confidence. It is made of the finest ingredients and is completely safe for children. Sculptamold is a pure white cellulosic compound that mixes easily with water to the right consistency for modeling, casting or papier maché projects. As a modeling medium, it will not shrink or crack and does not require firing. As a casting medium, it is lighter than plaster and not brittle. When dry, Sculptamold can be sawed, sanded, and nailed. It can be painted with any finish.

Sculptamold is now available in two new boxes. One with full color photos of casting and modeling projects and the other with full color photos of railroad layouts and scale model dioramas. Both boxes have complete instructions.

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How to Plan for the Show

THE 1974 HIAA Trade Show offers buyers an unparalleled opportunity. This will be the biggest show in the Association's 37-year history; it will also be by far the largest sampling of hobby/craft products to be seen under one roof during the year. In short, this is the hobby/craft industry's premier product showcase.

More than 300 companies have signed as exhibitors, and their booths will occupy more than 120,000 sq ft of space. The list of exhibitors includes a number of new companies, with innovative ideas and products.

As a buyer, you are going to have a chance to view a wide range of exciting things; but you are also going to be faced with a challenge to make the best use of your time and energy. Seeing every exhibitor in one day is nearly impossible. At best, it can be exhausting and frustrating, both mentally and physically — a case of seeing too much in too little time. Instead of getting a panoramic view of things, you may only come away with a confused idea of what you saw and heard. **Take time to see what will benefit you most.**

Visiting the Show should be more than just wandering up and down aisles, collecting literature. For one thing, you may find at the end of the day that you have taken so many brochures you're tempted to throw them out. This is wasteful to you and wasteful to exhibitors — because of present paper shortages they may have only limited quantities of catalogs available. In short, be selective. Carrying a bundle of brochures can be tiring and may hamper your getting full benefit out of your talks with sales people.

Whether you are going to spend one day or several days at the Show, **plan beforehand** — what you are going to do, who you are going to see, and what you want to learn. Make a list of questions or problems you may have. Don't rely on memory. The idea you had in the front of your mind may well disappear when you're actually talking to somebody. When planning, be flexible. Give yourself leeway for that unexpected meeting or the sales talk that lasted longer than planned. The important thing is **anticipation.** Advance planning prepares you mentally — lets you be flexible in making choices.

To reap maximum benefit from the Show, prepare a check list of **musts** — people you want to see, items you want to cover, the amount of time you can reasonably devote to each— and plan your visits at the Show accordingly. (As an aid for this purpose, use the **"Planners Note Page"** on page 39 — it's provided for just that purpose.)

Remember — the early bird at the Show gets a better chance to see and study displays and is likely to get more time and attention from exhibitors. Rather than just touring the Show, head right for specific booths and talk to the people there. Plan especially to see some of the new exhibitors — they may have something unexpected to offer.

Some booths are going to be crowded, making it difficult to see the products and talk to people. If you find certain booths crowded, plan to go back the following day— early! One buyer we know carries a colored pencil for checkmarking on his Show Program those companies he plans to visit early.

Also: carry a memo pad or notebook to jot down impressions, appointments, and reminders so when you get back to your store or office you'll have a record to use for planning and buying. Most of the notes you jot down on the back of a product brochure are likely to get lost before you get home. Some buyers find it handy to make notes right on the back of business cards. You have the man's name, his company, and your thought all on one source. Space, of course, is limited, but if this works for you, fine.

Another reminder — something simple and obvious but often overlooked: Make sure to get the **names and addresses** of people you talk to. This way **you** can initiate the followup, instead of waiting for them to contact you. Too many buyers arrive back at their offices after a trade show only to find that they were unable to remember who to contact and what was discussed.

One of the real values of a trade show is the **follow-through** that comes after you return home. Discuss what you saw and heard with those in your company or store. Show them the literature you got; give your impressions, and get them to join you in evaluating how the products you saw fit into your merchandising program.

If you are a retailer, you might want to contact your local wholesaler about products you saw at the Show to get more details on availability, prices, and delivery. It can get pretty hectic at a show, and getting your orders in fast can assure that you are ready when manufacturers begin backing their products with trade and consumer advertising.

To make every day at the Show count . . . here's a check list of ideas culled from experienced show-goers. Use them in planning what to see, what to do at the Show.

Before the Show:

- Make sure you have pre-registered for your Show pass. It will help you avoid waiting in long lines. Many companies send out complimentary Rapid Registration Cards in advance. Take advantage of this service by using them.
- Check your inventory before leaving. Determine where you'll need fill in and what other types of products might make valuable additions to your sales program.
- Sit down with your key people and prepare a list of companies you want to cover at the Show. An easy way is to use CM&HI's Exhibitor Floor Plan and Company Listing on **pages 50-52** of this issue. On the Exhibitor Listing, **underline** those companies you want to see; then on the Floor Plan, **circle** the appropriate booth numbers. This will let you see at a glance those booths to visit in each area. For note-taking and coordinating your plans, use **page 39.**
- Take a pack of business cards. They're handy, efficient ways to let people you meet know about your company and file your address for followup. To avoid confusion, keep your own cards separate from those people give you.
- Check your local wholesalers for news of after-the-show promotions and sales.

At the Show:

- Start out each day with a plan. Make a list of booths to see and stick to your schedule. Focus first on products and ideas that you can use best.
- Start early. Exhibits open at 8:30 a.m. You'll get the jump on competitors and be able to talk business in a more relaxed atmosphere.
- Talk to the experts to get full details on new products, new ideas. Most booths will be manned by top people, including sales and marketing pros. Take notes.
- Don't be fooled by the size of a display booth. You might find the products you want right at a small booth. Just take the time to talk with the people on hand. They're there to help you.
- Exchange ideas. While at the Convention that precedes the

(CONTINUED ON PAGE 13)

PLANNING GUIDE

(CONTINUED FROM PAGE 10)

Show, attend your sectional meetings. Listen to what others have to say. You may have common problems and the other fellow may have ideas that can help **you** solve yours.

- Mix business with pleasure. You have to eat anyway, so use mealtimes and evenings for those contacts you can't reach on the floor during the day.

After the Show:

- Discuss what you saw at the Show with your key people.
- Follow up immediately on items in your note file. The longer you wait, the less their value. Call local wholesalers for details you forgot to get at the Show.
- Check CM&HI's three key issues on the Show: **January** (this issue), with its complete PLANNING GUIDE & PRODUCT SHOWCASE; **February,** with its late-minute show news on companies, products, and events; and the **March** issue with its detailed followup of events and products featured at the Show.

Reports on 1973/74 Division Meetings

MODEL RAILROAD

The meeting was held, February 2, 1973. **Tom Ayres** was chairman, and **Leo Campbell,** secretary. Among topics discussed were the following:

Educational Program

The successes of the Delta Dart program as an educational tool were discussed, and it was agreed that it would be desirable to find ways in which the latent interest in Railroads, Railroad History, and the Achievement potential in Model Railroading as motivational factors could be used in the educational/learning process. It was emphasized that the initial purpose is not to design or sell Model Railroad merchandise, but to explore ways in which educational problems might be solved. The emphasis of the project, therefore, should be on education, rather than on the hobby.

Model Railroad Workshop

The first Model Railroad Workshop was held in the Beverly Room from 2:30 P.M. to 5:30 P.M. on Monday, February 5th.

Films

Our film asset inventory includes the following: Promotion Fund . . . approx. $2600.

Library of films:

- A MILLION MILES OF MODEL RAILROADS (Number of copies not known)
- A MOST N'GAUGING HOBBY (Number of copies not known)
- AMERICAN RAILROADING HISTORY IN MINIATURE (1 copy received from the Model Railroad Manufacturers' Assoc. (MRIA). This new film, narrated by Frazer Thomas uses Models to illustrate history.

The 'Million Miles' and 'N-Gauging Hobby' films which have been distributed by Modern Talking Pictures are no longer being circulated. Parts of these films are out of date, and previous efforts to raise funds for their promotion have not been successful. It costs approximately $80.00 to produce a copy of a film, and $15.00 for each showing. Members testified that these films are still useful for local promotions, in-store, club, Boy Scout, and other community showings, and they can be a valuable promotional tool.

It was voted that the Master films for 'Million Miles' and 'N-Gauging Hobby' be retained in the HIAA files, and that the copies of the films which we have on hand been sold to Industry members. (In an administrative decision, it was determined that they would be priced at $40.00 per copy, and that they would be offered first to HIAA members, and later on to non-members.)

A motion was tabled that the balance of our film fund be used to promote the new Historical film, and that a new film fund promotion committee be formed to raise additional funds for this purpose. The motion was tabled because many of the members of the Division had not yet seen the new film. A showing of the film was then scheduled as item #10 on the Agenda of the Monday Model Railroad Workshop.

Special Promotion Committee

Carmen Webster, Jim King, and Hal Carstens were appointed to a special Committee to involve the Publicly held companies in promoting Model Railroading.

Report of Affiliated Associations

(MRIA —Model Railroad Industry Association) Don Stromberg and Jim King reported on the 1972 Consumer Show held at State Fair Park in Milwaukee. (The most successful show yet. with attendance estimated at 23.000.)

New officers were elected as follows:

Chairman ..... Bruce Walthers
Secretary ..... Jim King

Plans for 1974 Meeting

The Model Railroad Division will hold its annual meeting on Friday, February 1, from 9:00 a.m. to 12 Noon in Room PDR #9. All HIAA members interested in Model Railroading are urged to attend. Affiliate member representatives (NMRA and MRIA) will be present to participate in the discussion of items of mutual interest.

The Agenda will include:

1. Open discussion of industry problems resulting from the energy crisis, the shortage of raw materials, and from production-limitations caused by environmental and safety regulations.
2. Plans for the August 1974 Consumer Show in San Diego, and the November 1974 Consumer Show in Dallas.
3. Establishing film-fund objectives for the 1974-5 year, including preparation of a request for matching funds from the HIAA.
4. Report on the Educational Fellowships which have been awarded as a result of last year's meeting.
5. Routine business of the Division.

Model Railroad Workshop

"After the Train Set, What? — Is 'Craft Trains' the answer?" The Model Railroad Workshop this year will concentrate on helping the independent Hobby Retailer identify his position in the market place, and develop his own unique potential for sales and service.

The meeting will feature a panel of wholesaler and retailer members, and will be open to all interested buyers.

MODEL ROCKETS

Tim Skinner, chairman of the Division, opened the meeting with discussion regarding possible relocation of the HIAA Convention and Trade Show to another area of the country. He indicated that moves made in the past to different locations had not helped the Show. Two sites mentioned for future consideration were Houston, Texas and Miami, Florida.

It was then pointed out that the Association had acted on the Model Rocket Division's recommendation regarding a consumer protection

(CONTINUED ON PAGE 16)

WE'VE GOT THE ANSWERS

HO RAILROAD that GROWS
By Linn H. Westcott
8 easy steps
Start on a sheet
Including Bridges, Scenery, and Wiring
Small Railroads
how to WIRE your model railroad
WIRING made simple and clear for everyone
Easy-to-Build Model Railroad STRUCTURES
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HOW THE EXPERTS DO IT MADE EASY FOR BEGINNERS
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FOR MODEL RAILROADERS

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If your model railroad customers have questions, they'll find the answers in MODEL RAILROADER how-to-do-it books from Kalmbach. They're the books that bring new customers to your store and get them started in the hobby of model railroading. They save your time and make money for you — through both book and merchandise sales. They're popular across the country as required reading for model railroad club members, and they're a boon to the individual hobbyists. Grab a Kalmbach book when your customers ask "How do I?" You'll get the answers, you'll sell a book, you'll sell the modeling equipment he needs to build a better model railroad — and he'll be back for more. Order today and get all the answers.

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101 Track Plans for Model Railroaders, $2.50	
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Easy-to-Build Model Railroad Structures, $2	
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Easy-to-Build Model Railroad Freight Cars, $3	
Practical Guide to Model Railroading, $2	
Introduction to Scale Model Railroading, 25¢	
Model Railroader Cyclopedia Volume 1: Steam Locomotives, $20	

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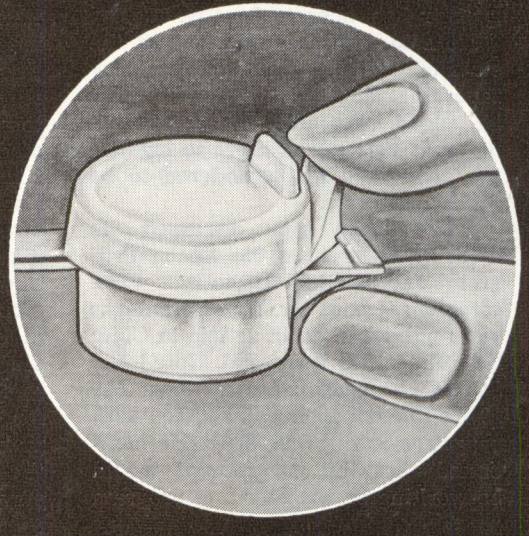

Visit us at the Hobby Show (Booths 115, 116, 117 and 118) and "measure" our complete line of paint by number, craft kits, and decorative trims and accessories.

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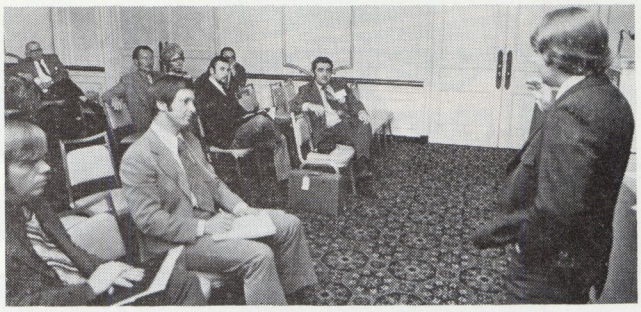
1973 Model Railroad Division Meeting, with manufacturers, publishers, and retail specialists on hand.



1973 Model Rockets Division meeting. Current chairman, Dane Boles (Estes Industries) addresses meeting.

committee and that $10,000 had been appropriated for a budget. A suitable legal firm in Washington, D.C. was being sought to carry out the dictates of the committee. [Subsequent to this meeting, the firm of Executive Consultants, Inc., Washington, D.C., was appointed to handle this function.—Ed. Note]

G. Harry Stine then discussed revisions that had been made in NFIA-41L and 494-L. He pointed out that changes had been made in these rules so that model rocketry was no longer classified as fireworks.

Carl Turse, of Estes Industries, then commented on model rocketry sales during 1972. He said that although the year had seemed "soft" the last six months had showed strong increases in sales. Model rocketry, he said, is not a fad and most retailers now look on it as a staple item. He felt that 1973 would be a strong sales year for model rocketry.

Dane Boles, also of Estes, then spoke of the value of model rocket promotions. Demonstrations are a must, he said, and underscored the need for dealers to get behind model rocketry products and promote their stores as THE source for these products. Regarding legal restrictions on model rocketry in certain states, Mr. Boles indicated that an increasing number of states are now opening their books to allow model rocketry to operate legally.

He said that the situation in the state of California had become very favorable. The state of Washington, he added, was improving, but the methods being used there to legalize rocketry were not considered to be totally effective.

Harry Stine then discussed "Is there a Future for the Space Program and Model Rocketry". [The complete text of Mr. Stine's remarks were published as an article in CM& HI's June 1973 issue—Ed. Note.] Mr. Stine's impression was that the 1970's did not look as good for both programs as did the 1960's. He mentioned that the government would be working on the Sky-Lab program and would launch the Mars Lander in 1976. The Space Shuttle would be in use before the end of the decade. He then remarked that model rocketry has always reacted to the space program. Prior phases of rockets were financed by the government, he said, and exploration is completed. "Now exploitation must be undertaken by industry in general. The model rocketry industry and allied organizations should promote the interests of youths age 11 to 15 years old. They are the best basis for the potential growth of model rocketry."

Tim Skinner then discussed a survey that had been mailed to more than 700 HIAA members. From this there were 120 replies; of these, 16 were from wholesalers. The survey, he indicated, covered many aspects of the business of model rocketry on both the wholesale and retail levels. Mr. Skinner quoted at random from some of the remarks made by respondents to the survey. He then indicated that as soon as the report had been compiled copies would be made available to members requesting them.

In the election of officers, Dane Boles was made chairman, Gil Lutz of Aerospace Vehicles, was made vice chairman, and Larry Brown of Centuri Engineering was made secretary.

Agenda for 1974 Meeting

This year's Model Rocket Division meeting will cover a variety of interesting and important topics of concern to manufacturers, distributors, and retailers involved in the model rocket industry. **Len Fuhrer,** Vice-President of Marketing for the Damon Educational Division, will discuss industry trends, noting the many reasons why model rocketry sales have taken a substantial upturn during the past twelve months, in comparison to sales of the previous two years. He will review some of the important ingredients for the business turn-around and make some optimistic predictions for the future outlook of model rocketry. As everyone is interested in how to increase and maintain his business, this should be a particularly interesting presentation. As 1973 also saw the beginning of a break-through to the foreign market for model rocketry, Mr. Fuhrer will also comment on activities in this area.

In addition to an excellent business year for the trade, model rocketry school programs and organized club activities flourished throughout the nation. The foremost achievement in this area for 1973 was the acceptance by the Cub Scouts of America of an official Cub Scout Model Rocketry Program. **Larry Brown,** of Centuri Engineering, will comment on the scope of this program and discuss its ramifications and long-term benefits for the entire industry.

One of the most important activities of the Model Rocketry Division has been the dissemination of information between manufacturers, distributors, and retailers involving legal problem areas. By coordinating the efforts of interested parties, the Subcommittee has had excellent success in lessening legal restrictions. **Dane Boles,** of Estes Industries, will present a short summary of the legal problems facing model rocketry across the nation. Mr. Boles will highlight those areas of major marketing significance which are affected by restrictive situations. It is interesting to note that as the distribution of model rocketry merchandise has increased, it appears to have had a very favorable effect on the acceptance of model rocketry: legal problems have decreased compared to previous years. The effect of new regulations in the California market, and the current possibilities for gaining less stringent regulations in Oregon, Washington, New Jersey, and Massachusetts will be discussed.

Norman Ward, Public Affairs Committee Chairman for the National Association of Rocketry and publisher of **Model Rocketeer Magazine,** will present a brief summary of

(CONTINUED ON PAGE 21)

Suddenly, the exciting new craft of cake decorating starts to grow

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Wilton, by far the biggest name in cake decorating, has more than doubled its business in the last three years.

And Wilton has come up with an idea that gives you a chance to get a piece of the action!!!

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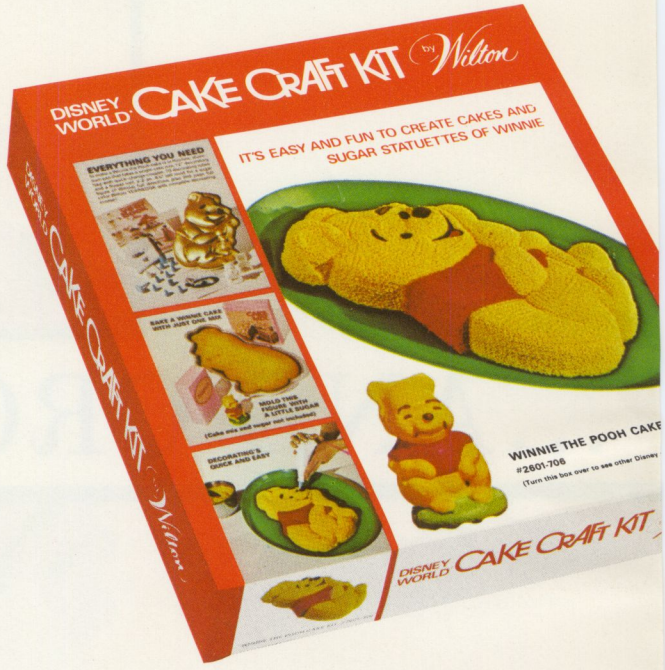
Every Wilton Cake Craft kit contains all that's needed (but the cake mix and icing) to create the unique and fanciful cake shown on the package. And that's just the beginning of a beautiful relationship between your customers and you.

Each kit also contains an all color idea book and complete home course in cake decorating.

The components in each kit can be used to decorate cakes for all occasions, as well as the cake shown on the kit. This creates a continuing source of sales for you. Plus, the open stock value of the contents in the kit exceeds the suggested retail of each kit. A complete open stock program is also available.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The opportunity is now... and it's only the beginning

Fast as the exciting hobby of cake decorating has grown in the past few years, all of the evidence indicates that this is only the beginning. The retailers who'll make the real money will be the ones who establish themselves as their communities' cake decorating supply center, BEFORE everybody else realizes the profit potential of this whole new category in crafts.

Don't sit around waiting for this opportunity to come to you. Call your local distributor. If he can't help you, then call John Sweet at (312) 785-1144, and he will.

What does Wilton Enterprises know?

Turn the page and find out.

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In 1960, Norman Wilton began to turn the family school for professional cake decorators into a firm that developed and produced creative cake decorating supplies.

Mr. Wilton built his business on ideas. At first, he created imaginative and original items that were sold to the commercial baking industry. Then, he made them available to homemakers via a combination catalog, food and party idea book, and home cake decorating course that he called the Wilton Yearbook.

The 1972 edition of the Yearbook has sold well over a million copies at $1.25 each.

And that's the market that Mr. Wilton has discovered; a personally decorated, party cake for every special occasion. Creative cake decorating for family and friends, the personal touch that gives this hobby a nearly universal appeal and consistent repeat sales.

Wilton Enterprises employs 350 people in its 190,000 sq. ft. Chicago operation and nearly 200 more in Rome, Hong Kong, and Korea. That's what it takes to meet the demand for Wilton products.

Now, Mr. Wilton has an idea that he is sure will make money for progressive craft and hobby dealers. Why not call your local distributor. If he can't help, call John Sweet at (312) 785-1144, and ask him to give you the details of this fantastic opportunity.

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1973 Retailer's Meeting. The subject was shoplifting.

Lampshades were the project at this Craft Workshop.

NAR activities. Mr. Ward will discuss the enactment of the new NAR Education Program and plans for the Sixteenth Annual Model Rocketry Championships and the 1974 Internats.

Also commenting on international model rocketry will be **Harry Stine,** long-time industry supporter, who has recently returned from an F.A.I. Conference in France. Mr. Stine will also discuss his new role as Chairman of N.F.P.A. Pyrotechnics Committee and comment on developments relating to federal legislation. The model rocket industry is very fortunate to have a man of Mr. Stine's background and reputation in such a position.

In addition to its annual meeting, the Model Rocketry Division will sponsor a special workshop seminar during the HIAA show. Topics to be discussed will include merchandising techniques, product mix, local promotion, demonstration programs, customer contests, the development of school and club programs, and how to solve local legal problems involving the hobby. Assisting with the workshop will be representatives of the model rocketry industry and several active retailers.

After such an excellent year in sales for the hobby, this seminar is a must for interested retailers and active distributors who wish to find new and better ways to increase and maintain their model rocketry business. The workshop will also feature a "question-and-answer" period that will allow members of the audience to take an active part in the presentation.

The Model Rocketry Division Meeting will be held Friday, February 2 from 1:00-3:00 p.m. in the Bel Air Room. Location and time for the Workshop Seminar will be announced at the show.

CRAFT DIVISION

The Craft Division meeting featured a retailers' "round table" discussion which focused on different categories of craft products, how to teach, sell, and demonstrate them. During the meeting there was extensive discussion of the desirability of publishing a source book on crafts for industry members.

At subsequent meetings held in various parts of the country, the decision was made to move ahead on the project. In early November, Craft Division members were informed that "the Division proposes to compile and publish a Craft Book Source Catalogue listing all craft books and manuals published by our members. These catalogs will be sent to each public school library in the United States to serve as a reference book for teachers' use. Included in the Catalogue will be the names and addresses of members from whom the books can be purchased. This listing will be geographic.

"Books will be listed under various craft categories. Heading each list will be suggestions as to how that particular craft can be used in classrooms. The intent is to increase awareness of craft products, encourage teachers to use more crafts in their classrooms and programs, and increase sales for all in the business."

Categories for the Craft Book Source Catalogue include:

Board Art
Boutiquing
Beadery
Candlemaking
Carving
Ceramics
Decoupage (Papier Tole-
Dimensional)
Dollmaking
Dye Art (Batik, Tie Dying, etc.)
Ecology Crafts
Eggeury
Ethnic Crafts (Indian Crafts, etc.)
Flower Arranging
Flower Making
Glass Art
Holiday Crafts
Jewelry Making
Leather Work
Macramé
Metal Crafts
Needle Work
Painting: Applied Art
Painting: Fine Art
Painting: Folk Art
Paper Craft (Quilling, Origami, etc.)
Plastic & Resin
Preschool Children's Crafts
Sculpting Crafts
String Art
Toymaking
Weaving
Plastercraft

HIAA companies that have published craft books have been asked to provide information about each book:

- Craft category (see above list)
- Title of book & name of author
- Date published; size of book; number of pages
- Suitable for use with what age group?
- Retail price and item number.

When this information has been compiled into a catalog, under each category will be a short paragraph suggesting how that particular craft can be used for educational purposes.

In the back of the book will be listed the names of all HIAA members as sources where these craft books can be purchased. Retailers' names and addresses will be divided into geographic divisions to make it easier for a teacher to locate a source.

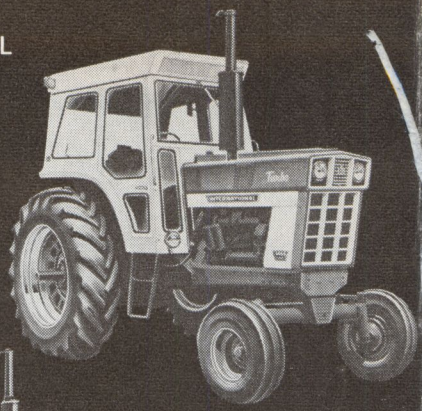
When this information has been compiled and the size of the catalog defined, the publication costs can be determined. The costs involved in this project are: 1. labor costs for compiling a "rough"; 2. publication costs; 3. distribution costs; 4. publicity costs. Some of the publicity money would be used to contact the Teachers Associations to encourage teachers to use this catalog. [A detailed report on these costs will be available at the February Craft Division meeting.—Ed. Note]

Floyd Weymouth of Studio Twelve is heading the financial drive for this project. **Elaine Broadwater** indicates in her report that "the Craft Division may apply to the HIAA Board for 'matching funds' and your company's name in this catalog would reach a lot of prospective customers."

(CONTINUED ON PAGE 42)

#8007 MASSEY-FERGUSON
1155 TRACTOR

#8001 INTERNATIONAL
TRANSTAR F-4270



#8003 IH 1466
FARMALL TRACTOR

#8000 INTERNATIONAL
TRANSTAR CO-4070A

#8005 JOHN DEERE
4430 FARM TRACTOR

"If somebody makes more authentic model kits, we'd like to know about it."

Fred Erth Jr.
President

NEW

#8013 IH PAYHAULER 350
CONSTRUCTION DUMPER

#8010 IH PAYSTAR 500
CONSTRUCTION DUMP TRUCK

NEW

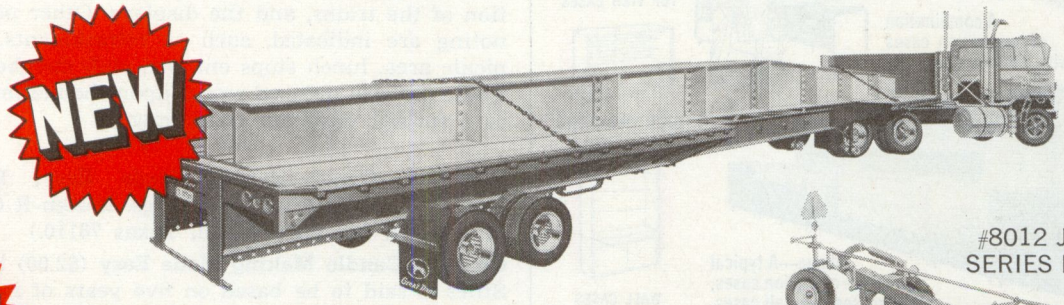
#8011 IH 710
6-BOTTOM PLOW

NEW

"Our Blueprint Replica™ Model Kits introduced a new high level of detailed authenticity to the plastic model kit market. The design for each model comes directly from the manufacturer's own blueprints of the original, full-sized product.

But authenticity is only one of many reasons our kits have so impressed experienced and knowledgeable hobbyists. Many others include: Ertl quality . . . exclusive Blueprint Replica™ features . . . Ertl innovations in simplified, error proof assembly . . . a fully illustrated instruction manual with checklist . . . each kit is a model of a famous name vehicle never before available in model kit form.

If you would like to see why Ertl Blueprint Replica™ model kits have become a major factor in the market during the last 12 months, stop and see us in booths 367-368 during the Hobby Show."



#8009 GREAT DANE
EXTENDABLE PLATFORM TRAILER

#8012 JOHN DEERE 2450
SERIES MOLDBOARD PLOW

#8006 ALL-PURPOSE FARM WAGON
for 8005

ERTL
BLUEPRINT REPLICA
MODEL KIT

NEW

The ERTL Company, Dyersville, Iowa 52040
Division of Victor Comptometer Corporation

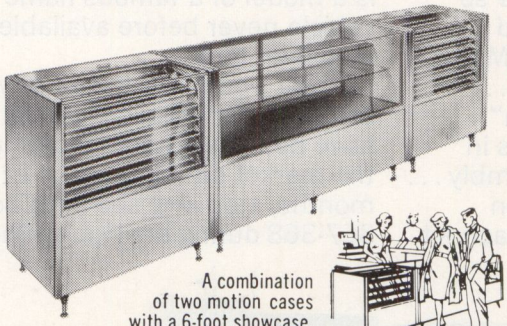
MOVE MORE MERCHANDISE

with

BERG MOTION SHOWCASES

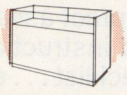
Model A Motion Showcase occupies only 6 sq. ft. of floor space

- Every item displayed "top-shelf," and in motion.
- Motion attracts attention—triggers impulse sales.
- Eliminates costly pilfering losses.
- Complete store planning by local Berg representative.

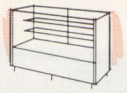


A combination of two motion cases with a 6-foot showcase.

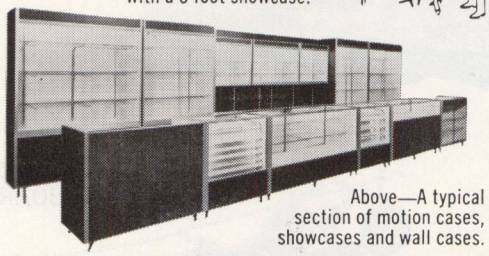
ISLANDS



TOP VIEW CASES



OPEN VIEW CASES



Above—A typical section of motion cases, showcases and wall cases.

WALL CASES

There's A BERG Case For Every Retail Need

BERG STORE FIXTURES

Local Representation In All Areas

BERG COMPANY
Dept. 12, Madison, Wis. 53716
Please send FREE Brochure and Information

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

BOOK REVIEWS

(Critters and Doodads. HH-19, 16 pages, 8½x11, 75¢. Hazel Pearson Handicrafts, 4128 Temple City Blvd., Rosemead, Calif. 91770.)

Latest in the HPH series of "ecology - based" craft books is this project book with designs that make use of cones, seeds, and pods. Included are a variety of holiday and all-season designs that call for a broad range of craft materials. More than 100 ideas are featured, the result of a contest HPH ran earlier in 1973. The best entries have been selected for inclusion in this book.

Each entry is briefly described and there are numerous illustrations to show "how it was done." Four-color center spread shows various project ideas in special displays or panoramic settings. Complete Ecology Craft Book Library includes books retailing for 75¢, $1, and $1.50.

* * *

(1973 Steam Passenger Service Directory. Paper, 144 pgs., illus. $2.00. Empire State Railway Museum, P.O. Box 666, Midletown, N.Y. 10940)

The Steam Directory is probably familiar to many buffs, but to those whom it isn't, here is something that will not only provide photo examples of famous trains, now in mothballs, but provide a handy guide to steam passenger service throughout the U.S. Most of it, is of course, now operated for tourism. The book shows the train, outlines the ride, and provides information on scheduling, fare, locomotives used on the runs, condition of the trains, and the displays. Other points worth noting are indicated, such as refreshments, gift shop, picnic area, lunch stops enroute, club memberships, etc. There are also reduced rate coupons bound into the book as a further customer inducement.

* * *

(Creative Candle-Making Made Easy; Breaddough Sculpture; and Shrink-A-Ma-Jigs. Design-R Crafts, 3030 W. Pafford St., Fort Worth, Texas 76110.)

Creative Candle Making Made Easy ($2.00) by Suzanne Stiles is said to be based on five years of intensive design experience with all types of candles. The book covers not only the basics but many designs featuring more advanced techniques: stacked, floating and hanging candles; rococo and layered candles; foil and sand candles; hurricane candles; embedded candles; and decoupage candles. Designs and techniques are all illustrated, many in step-by-step photos.

Breaddough Sculpture ($1.50) by Ruth Raffensperger provides basic instructions for making and shaping bread dough figures and scenes. Included are full-size patterns for making a variety of designs.

(CONTINUED ON PAGE 32)

New Best Sellers for '74

SUPER SIZE
Crystal Cast
EMBEDMENT KIT
Embed money, photographs, souvenirs or specimens in clear Fibre Glass-Evercoat Casting Resin
Use with parental supervision
evercoat
Casting Ivory CLASSICS
CAST YOUR OWN VENUS STATUES
Makes Two 9" high Statues
Attractive/Elegant/Quality
CONTENTS: 1 qt. (32 fl. oz.) casting ivory
• 1 tube of hardener • 1 reusable Venus flexo mold
• 1 tube antiquing stain • 2–16 oz. cups and stirring sticks
• 1 tube antiquing felt • 1 mold support • complete instructions
• brown mounting felt
CASTING JADE
ORIENTAL
CAST YOUR OWN HOT-TO! STATUES!
CONTENTS
• 1pt. casting Jade
• 1-8oz. reusable mold, Hot-To! God of Happiness
• 1/4 oz. hardener
• 2-12oz. cups • sandpaper
• 2 stirring sticks
• 1 tube antiquing stain
• complete instructions
Makes Two 4 High Statues
Features the reusable FLEXO MOLD
ONE COAT DECOUPAGE
NEW Revolutionary Finish!
1-coat produces the depth of 50 conventional coats!
• DEEP GLOSS
• SUPER SMOOTH LIKE GLASS
• CONTENTS COVER 9 SQ. FT.
• WET LOOK! FLOWS ON
• DURABLE HARD FINISH
• NO BRUSH NEEDED
• RESULTS IN ONE DAY
Designed for plaques, table tops, jewelry, game boards, bar tops, photographs, etc.
1 mix 2 pour 3 peel
STARTER KIT
ONE COAT DECOUPAGE
Designed for plaques, table tops, jewelry, game boards, bar tops, photographs, glazing
CONTENTS: ¼ pt. resin • ¼ pt. hardener
• 4 cups and sticks • 1-0000 steel wool
• ¼ oz. tube of white glue • 4 color prints
• complete instructions
CAUTION

see our complete
line of Best Sellers Booth 162-163 Hobby Show

evercoat

The Fibre Glass-Evercoat Company, Inc.
6600 Cornell Road, Cincinnati, Ohio 45242
Branch Plant, 700 North Batavia, Orange, California 92668

make sure your customers see these and other Best Sellers from evercoat

CANDLE CREATIONS
An Introductory Kit to the World of Creative Candle Making
NEW! SNAP-IT
Crystal Cast Kit
MAKE YOUR OWN
CHESS SET
FLOATING CANDLES
Float in water/Place on any surface
CHRISTMAS CANDLE KIT
DIP FILM KIT
Turn your imagination loose while creating beautiful floral arrangements
Photo Embedding Kit
A modern, unique method to create your own plastic photo plaques
glass staining kit
THE BOTTLE CUTTER

See our complete line of Best Sellers
Booth 162-163 Hobby Show

The Fibre Glass-Evercoat Company
6600 Cornell Road, Cincinnati, Ohio 45242

evercoat Branch Plant, 700 North Batavia, Orange, California 92668

INDUSTRY NEWS

MS. BROADWATER TO RUB 'N BUFF

Broadwater

Indianapolis, Ind. — **Elaine Broadwater,** product designer, craft consultant, and well-known industry personality, has joined **Rub 'n Buff** as craft coordinator.

In 1957, Mrs. Broadwater became co-owner and manager of Dubuque Toyland, Inc., specializing in hobbies, crafts, and toys. In the following years she served as a TV craft hostess, designer, author, craft teacher, and trade show demonstrator. The last two years she has been personnel director and craft instructor at J D Ltd. Artcraft Wholesale and as merchandising consultant for Craft Course Publishers, Rosemead, Calif.

For the past two years, Mrs. Broadwater has also been chairwoman of the Hobby Industry Association of America's craft division.

Her duties with Rub 'n Buff will include coordinating promotional and educational activities relating to Rub 'n Buff's craft lines and assisting in exploring possibilities of merchandising other new craft products.

NATCOL, RAMONT JOIN FORCES

Redlands, Calif. — **Natcol Crafts, Inc.** and **Ramont's Floral Arts Studio** have combined forces to market and produce Ramont's line of liquid craft products, which include Goo-On and Royal Egg Sheen.

Commenting on the arrangement, **Phil Pratt,** Natcol's national sales manager indicated that Natcol and Ramont would put emphasis on developing wood fiber products during 1974. This is a result of increased demand for wood fiber products.

COGIN MOVES TO TOY CENTER

New York, N.Y. — **Len Cohn** and **Larry Ginsberg** of **Cogin Industries, Inc.** announce that they have opened a showroom in the Toy Center North, 1107 Broadway. Phone number is: 212-741-2440. The firm specializes in a broad range of product and marketing services.

TISMAN NEW AVALON SM

Brooklyn, N.Y.—**Ronald Tisman** has been made national sales manager for the Hobbycraft, Toycraft, and Crayon & Color Divisions of **Avalon Industries, Inc.** Mr. Tisman will supervise the activities of salesmen and representatives and will report directly to **Edward Hertzberg,** vice president of sales.

Before joining Avalon, Mr. Tisman was national sales manager for the cosmetic division of Del Laboratories where he was responsible for sales of all cosmetic products, including the Sally Hansen Hard-as-Nails, Lash-Brite, and Flame-Glo lines.

Mr. Tisman is also former vice president of Cantor Brothers, a manufacturer, distributor and rack jobber of hardware and housewares, and former sales manager for Technical Tape Corporation, maker of packaging and pressure-sensitive products.

REVELL, INC.

Venice, Calif. — **Doreen McIntire** has been promoted to assistant public relations manager of **Revell, Inc.** The announcement was made by **Howard Rider,** advertising & public relations manager. Miss McIntire, who has been with Revell for a year, was formerly advertising & public relations coordinator.

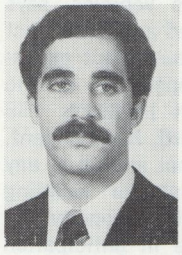
In her new position she will be responsible for Revell's drag racing team program, Master Modeler Club promotion, and other company public relations and publicity projects.

Miss McIntire's past experience includes positions with the public relations and advertising departments of several companies in the Los Angeles area, and before that, with newspapers in Chicago.

NEW CORNER CUPBOARD STORES

Lilburn, Ga. — **Corner Cupboard Crafts** has opened three new franchise craft shops in Hockessin, Delaware, Kingsport, Tennessee, and Thomasville, Georgia. This brings the total number of Corner Cupboard franchise stores to 16. The firm is also a craft manufacturer and distributor.

REESE MADE MONOGRAM SM



Reese

Morton Grove, Ill. — **S. Howard Reese** has been made sales manager for **Monogram Models, Inc.,** it was announced by **Jack M. Besser,** president.

Mr. Reese comes to Monogram from serving in various marketing and general management positions: assistant to the president at Arrow Handicraft, director of sales and marketing for Estes Industries, and marketing manager for the Leisure Group.

CERAMICHROME EXPANDS

Westminster, Calif.—**Ceramichrome, Inc.** has expanded its plant facilities for producing its BisqueKits line of paint-by-number ceramic kits. The firm has added 20,000 square feet of space to its present 15,000 square feet. The company's prime products of ceramic glazes, non-fired finishes, and paints will continue to be made in Ceramichrome's main 50,000-square-foot plant.

MASON REESE TO PLUG LESNEY

New York, N.Y. — **Mason Reese** has been signed to appear in TV commercials for **"MATCHBOX"** models and other toy and game products made by **Lesney Products Corporation,** Moonachie, New Jersey.

In case you don't know who Mason Reese is, he's a youngster of about 7½ with a big appetite and a kind of old-young face. The New York Times did a bit on him, and he's appeared in a number of TV commercials — like for food (what else for a hungry kid?), footwear, and other consumer products.

His TV shots for Lesney will be his first for a toy or hobby product. He will also represent Lesney in magazine advertising, personal appearances, and other types of promotion.

Agency for the Lesney account is Levine, Huntley, Schmidt, Inc. The "Huntley" of the firm is Chet Huntley, of the former Huntley and Brinkley news team (I had to tell you?).

INDUSTRY NEWS

ERTL BUYS 40-ACRE TRACT

Dyersville, Ia. — **The Ertl Company,** makers of metal toys, plastic hobby kits, and collectors vehicles, says that it has purchased a 40-acre tract in Dyersville for future plant expansion. The new property is at the southeast corner of Highways 136 and 20, says **Fred Ertl, Jr.,** president.

"While we have not arrived at any definite commitment for building plans," he says, "the property acquisition was made in anticipation of the need for increased production to meet growing consumer demand for our products."

According to Mr. Ertl, his firm presently has 625 employees, nearly 200 more than in 1972.

NORTON NEW SNOW FOAM SM

El Monte, Calif. — **Ronald L. Norton** has been made national sales manager for **Snow Foam Products, Inc.,** makers of Styrofoam shapes and decorative items.

Mr. Norton was previously national sales manager for Poly-Optics, Hobby Division, makers of fiber-optical kits and open stock products.

TRI-COUNTY OPEN HOUSE

Evanston, Ill. — **Tri-County Distributors** will hold a Dealer Open House from January 28 through 31. The event will be sponsored jointly by Tri-County at its Evanston facility and by Tri-County Art and Paint at 2785 S. 167th St., New Berlin, Wis. 53151.

Products of more than 25 major manufacturers will be on exhibit during the four-day Open House. Also featured will be make-it-and-take-it tables and free workshop seminars. These will include instruction in paper tole, print transfer, glass staining, cooking crystals, and basic decoupage.

The workshops will be held at Stouffer's Inn, Oakbrook, Ill., located at 22nd St. and the Illinois Tollway in the Oakbrook Shopping Center.

"Since the Open House comes a few days before the opening of the HIAA Trade Show in Chicago, it will give buyers an opportunity to preview some of the items that will be on display at the Hobby Show," says **Donald Puls,** president.

For information, call or write: Tri-County Distributors, P.O. Box 112, Evanston, Ill. 60204. Phone: 312-273-2160.

LIFE-LIKE EXPANDS PLANT

Baltimore, Md. — During the past year, **Life-Like Products,** makers of model railroad products, scenic materials, and Christmas ornament kits, has nearly tripled the size of its property and acreage in its central Baltimore location.

Last April, Life-Like purchased 180,000 square feet of buildings on four acres of land, bringing the amount of operational space to more than 280,000 square feet. In addition to its Baltimore facility, Life-Like has locations in Waukegan, Illinois; Miami, Florida; Los Angeles, California; Hong Kong; and Kohsiung, Taiwan.

According to the announcement, the firm also plans to expand its work force from 262 employees to 400. This move to increase employment opportunities for skilled workers in the area recently won the praise of Baltimore's Mayor Schaefer, the company indicates.

According to a spokesman for the company, Life-Like for the past 20 years has operated on all levels of its Union Avenue Druid Mill Building. The building, a Baltimore landmark, was built in 1866 and was one of America's most productive dry-goods mills.

On November 5, 1973 the firm moved its sales staff into another building about a mile from the home site. Also once a mill, this building has been re-modeled and will house both the sales department and executive offices.

MEL IZEN CO.

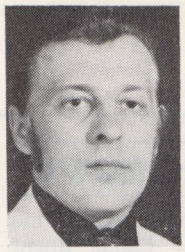
Waltham, Mass. — **The Mel Izen Co.,** New England manufacturers reps, have moved their permanent showroom and sales office to the Northeast Trade Center, 100 Sylvan Rd., Woburn, Mass. 01801. A number of other sales representatives serving the New England area also have showrooms in the Center.

STEWART'S OF CALIFORNIA

La Mirada, Calif. — **Robert Duskins** has been made executive vice president and general manager of **Stewart's of California,** a division of the American Art Clay Company, Indianapolis, Ind. Other officers include **Thomas Perry,** vice president of contracts and purchases, and **John F. Gormley,** chairman of the board and president.

American Art Clay and its various divisions produce clays, art materials, toys, industrial markers, and pottery and enameling supplies.

B. PAUL MODEL DIST.



Ersham

Philadelphia, Pa. — **Robert E. Ersham** has been appointed general manager for **B. Paul Model Distributors.** Mr. Ersham will be responsible for the overall operation, including budget-sales, sales forecasting, purchasing, and warehousing. Before being appointed to his present position, Mr. Ersham was credit manager for the same company. Prior to that, he was an auditor and accountant for General Acceptance Finance Corporation.

NADER: BAN METAL CORE WICKS

New York, N.Y. — An article in the December 7, 1973 edition of the New York Times reported that consumer advocate, **Ralph Nader,** has asked the Consumer Product Safety Commission to ban all holiday candles with metal cores in their wicks. Mr. Nader's Health Research Group charged that when burned, wicks with metal cores had enough lead to be hazardous.

The Group's petition said that a survey and testing of candles "suggested that millions of candles with lead in their wicks are now on the market nationally."

The petition said that a candle flame is hot enough to vaporize much of the metal lead in the wick and "this could contaminate the air of an enclosed room with a far higher concentration of lead than is permissible in the air of a factory."

The Group said that Federal standards for lead in the air of a factory were no more than 200 micrograms per cubic meter. If the lead in a small candle (size not specified) were vaporized in a room 9x12 feet with an 8 ft ceiling, the concentration of lead in the air would be more than ten times the permissible limit — or 2,760 micrograms per cubic liter.

The Group contended that among various candles tested, some had wicks in them that gave off more than three times this concentration of lead when burned.

The Product Safety Commission responded to the petition by saying that it would investigate the charge on its own.

The Times report made no mention of whether metal core wicking for making-your-own candles were covered in the Nader petition.

INDUSTRY NEWS

BARTON NEW TMA PREXY

Barton

New York, N.Y. — **Randolph P. Barton,** president of **Parker Brothers,** Salem, Massachusetts, has been elected president of the **Toy Manufacturers of America.** Mr. Barton, who was elected at the Association's 57th Annual Meeting, succeeds **Henry H. Coords,** president of **Fisher-Price Toys,** Division of The Quaker Oats Company.

Elected as vice president, was **Merlin H. Birk,** president of Aluminum Specialty Company, Manitowoc, Wisconsin.

Elected for three-year terms as directors of TMA's 15-member board were: **Robert Cooper** (vice president, Ben Cooper, Inc., Brooklyn, N.Y.); **Thomas A. Gannon, Jr.** (president, AMT Corp., Troy, Mich.); **Clifford W. Jacobs** (vice president / marketing planning, Mattel Toys, Hawthorne, Calif.); **Mrs. Catherine Moloney** (president, Marlin Toy Products, Inc., Horicon, Wis.), and **Leonard E. Wilson** (executive vice president/marketing, AMF Wheel Goods Division, Olney, Ill.).

C. William Crain, president of Questor Education Products Co., Bronx, New York will serve on the board for one year to fill the unexpired term of a director who has resigned.

Mr. Barton, TMA's new president, was formerly vice president and a director of TMA. His career with Parker Brothers began in 1957, in the company's research and development department. Before being named president of Parker-Brothers, Mr. Barton served as assistant treasurer, vice president, and executive vice president.

Mr. Birk, the new vice president, is also president of the Wisconsin Manufacturer's Association and a member of the Governor's Council for Economic Development in that state.

WM. E. WRIGHT CO.

Wm. E. Wright Co., says that it expects to report profit "down" for the first fiscal quarter, ended Sept. 30, 1973. **Wallace M. Scott,** executive vice president added, however, that sales were approximately $8.3 million, up 10% from the $7.5 million reported last year. Wm. Wright makes products for the sewing industry and is parent company for several hobby/craft companies, including Valley Handicrafters.

JOMAC PRODUCTS

Kirkland, Wash. — **Donald McKay,** operations manager of Jerobee Industries, Recreation Products Division, and **Jon Congdon,** general manager and designer of Jerobee R/C cars, have purchased from Rocket Research Corporation and Jerobee Industries, Inc., the assets of the Jerobee Radio Controlled Car business, and the rights to the trade name, "Jerobee."

The sale was effective September 1, 1973. Donald McKay will head the company as president and general manager, Jon Congdon is vice president and chief engineer, and Scott Mandle, Jerobee's service manager, is assistant manager. Many new products are planned besides the continued expansion of the Jerobee Radio Control Car line.

According to the announcement, both Mr. McKay and Mr. Congdon have been responsible for most of the products and policies in the past and "the only difference in the new ownership is that we will be able to develop new products with greater speed and respond to marketing and product trends more efficiently."

The announcement added that the new firm did not purchase the accounts payable and receivable from Jerobee. Only items shipped and invoiced **after** September 1, 1973 are payable to or from JoMac Products, Inc. Those prior to September 1 are payable to or by Jerobee Recreation Products.

The firm's address is: JoMac Products, Inc., 12702 NE 124th St., Kirkland, Wash. 98033. Phone: 206-827-8606.

UNIQUE CREATIONS

Newark, Del. — **Unique Creations** held a two-day dealer Lampshade Seminar in Worcester, Massachusetts in late October. Teachers were **Ruth M. Dorsman,** author of the book Lampshade Making, and **Henri V. Dorsman,** product designer. **Phillip Kenyon,** of New Englander Agency, manufacturers rep for the Unique line, was also on hand.

Two types of lampshades were taught during Seminar: 1. pierced and cut shades, including lessons

in painting; and 2. pressed flower shades, including how to make your own flowers to basic designs.

CRAFT WORLD WORKSHOP

Westminster, Md. — Craft wholesaler, **Craft World, Inc.** will hold a Beginner's Decoupage Workshop Saturday thru Monday, January 19 thru 21. Site: the Sheraton Gettysburg, U.S. Business Route 15 South, Gettysburg, Pennsylvania.

The program is aimed at retailers who are new to decoupage and want to learn basic techniques. Teacher will be **Beverly Martin,** artist and accomplished decoupeur. Projects will be: decoupage on a plaque, Decal-It on a box, decoupage under glass, and beginning papier tole. Fee of $45 covers all materials for the four projects, instruction, coffee breaks, and lunch each day. The Workshop is being held in conjunction with Connoisseur's Studio's Advanced Workshop.

For reservations call Joyce Rothschild at Craft World: 301-876-1700.

* * *

The **Connoisseur Studio Decoupage Workshop** will be held the same three days, January 19 thru 21 at the same location. Teacher will be **Sally Lutz,** author of "Basics of Decoupage" and "Favorite Decoupage Projects," and lead teacher at Connoisseur's National Decoupage Seminar.

Projects are: 18th century hand colouring; tinsel painting; and making a wedding plate to preserve a wedding memento.

Workshop fee of $55 covers all materials, instruction, coffee breaks, and lunches. For information and reservations contact Mrs. Rothschild.

* * *

Westminster, Md. — **H. Kay Crowley** has been made sales representative for **Craft World, Inc.,** craft distributor.

According to **Bud Rothschild,** president, Miss Crowley is an experienced decoupeur and received her training through Connoisseur Studio. She has exhibited in the National Decoupage show in Louisville, Ky., and has taught decoupage classes. She has also studied tole and decorative painting under Priscilla Hauser.

Miss Crowley will be responsible for sales in Southern Virginia, and Northern North Carolina.

COMING EVENTS

Jan. 6-12: "Swing into Spring" Open House Jan. 6; semi-annual retailer workshop Jan. 7-12. To attend workshop, contact Joyce Bennett, Hazel Pearson Handicrafts, 4128 Temple City Blvd., Rosemead, Calif. 91770.

Jan. 9-11: Toy Manufacturers of America Physical Distribution Seminar, Royal Orleans Hotel, New Orleans.

Jan. 14: NACSM Fund Raising Banquet, LaSalle Hotel, Chicago. $150 a plate, $1,500 a table. Write: Betty Lewis, Jewelcor Merch. Corp., 100 N.E. 8th St., Miami 33138.

Jan. 26-30: 21st British International Toy Fair, Brighton, Sussex, England. For info: J. A. Glanfield, British Toy Fairs, Regent House, 89 Kingsway, London WC2B 6RS, England.

Jan. 27-Feb. 2: "Spring Show," featuring hobbies, crafts, imports, bicycles, etc. The Elmex Corp., 9901 Princeton Rd., Cincinnati, Ohio. Phone: 513-874-2300.

Feb. 1-6: HIAA Convention & Trade Show, Hilton Hotel, Chicago.

Feb. 2-9: 25th International Toy Fair Nuremberg, Germany. Write: German American Chamber of Commerce, 666 Fifth Ave., New York, N.Y. 10019.

Feb. 9-15: Paris International Toy Trade Fair, Paris, France.

Feb. 12: Toy Wholesalers' Assoc. of America Breakfast Meeting. Manufacturers, retailers invited. 200 Fifth Ave. Club, New York City. Advance registration required. Write: TWA, 53 E. Main St., Moorestown. N.J. 08057.

Feb. 17-19: International Toy Fair & Cycle Show, New York Coliseum, New York City. International Trade Shows, 545 5th Ave., N.Y., N.Y. 10017.

Feb. 17-20: American Toy Fair, Toy Center, Statler-Hilton Hotel, 2 Penn Plaza.

Mar. 10-13: International Toy and Sporting Goods Fair, Sydney, Australia: Write: International Toy and Sporting Goods Fair, 8th fl., 58 Margaret St., Sydney, N.S.W. 2000 Australia.

March 27-31: Atlanta Toy Fair, Atlanta Merchandise Mart, Atlanta, Ga.

CONNOISSEUR STUDIO MOVES TO NEW PLANT IN FEBRUARY

Louisville, Ky. — **Connoisseur Studio, Inc.,** manufacturer of craft kits, open-stock products and craft books, will move to new and larger quarters in February. The new building is located a few miles southeast of Louisville at 4006 Collins Lane in the Westport Industrial Park. The announcement was made by **Arthur F. Maynard,** president.

Commenting on the move, **Ralph Hall,** vice president of operations, said: "Our new building has a total of 84,000 sq ft of space, 60,000 of which will be used as warehouse. Mr. Hall also said new offices, a craft studio, research and development facilities, a lunchroom, and a showroom will be housed in the building. An adjacent parking lot will be able to accommodate 145 cars.

The new plant has 10 truck doors and 6 rail sidings for shipping and the location has easy access to the downtown area and to expressways by way of I-71 and the Jefferson Freeway, Mr. Hall added.

Arthur Maynard, president, also noted that "CSI has grown 14 times its original size in the last ten years. With the implementation of the Collins Lane establishment, our new facility puts us in an excellent position to refine our internal operations and to expand our penetration of key markets."

* * *

The firm also announced that this month it will publish its first issue of a new dealer newsletter, **"The Treasure Chest."**

Arthur F. Maynard, president explained that the monthly newsletter will contain information about new products, projects, and techniques, as well as news about workshops, seminars, promotions, and other company activities.

"We'll also tell dealers what is going on elsewhere, as well as more about our distributors and salesmen. We plan to publish anything that we feel could be of benefit to dealers and distributors. At the same time, we're looking for feedback to learn more about the dealer's wants and needs."

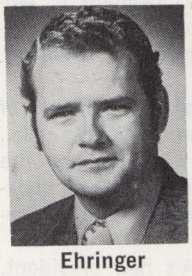
To receive a copy of The Treasure Chest, write: Connoisseur Studio, Box 7187, Louisville, Ky. 40207.

* * *

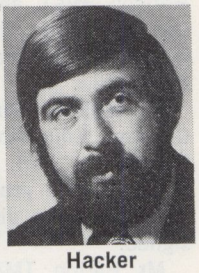
Louisville, Ky. — **Arthur F. Maynard,** president of **Connoisseur Studio, Inc.,** has announced the appointment of three new district sales managers and the promotion of a fourth to a new position.

Charles F. (Chuck) Bennett of Kansas City, Kansas now heads up the Mid-West territory. This includes Iowa, Kansas, Missouri, and Nebraska.

Robert B. (Bob) Morrison comes to Connoisseur Studio from Enterprise Paint Company where he has held several sales positions. Mr. Morrison will specialize in craft activity in New York State and the Mid-Atlantic region.



Ehringer



Hacker

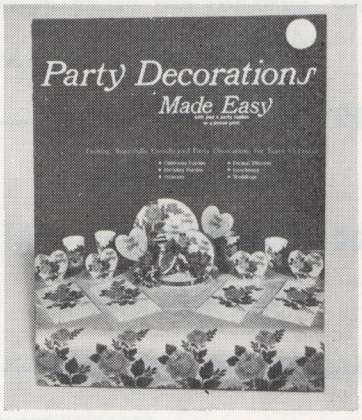
Jerry W. Hacker, Indianapolis, Indiana will take over the headquarters district of Mid-Western States.

Kevin Ehringer, formerly headquarters district sales manager, has been promoted to the new position of field sales manager. His new responsibilities will include training and supervising Connoisseur's sales staff and working with Connoisseur's sales representatives.

In front of new CSI building is Connoisseur's executive staff (L to R): Joe Posick, treasurer; Ralph Hall, vice president of operations; Arthur F. Maynard, president; Al Eastman, vice president of marketing; Alton Webb, national sales manager; and Tom Lee, director of research and development.

Natcol's 1974 Products Will Wing Their Way Into Your Profits

ALONG WITH RESIN, CANDLE, AND DOUGH-ART MOLDS AND SUPPLIES, COMES NATCOL'S NEW RAMONT'S LIQUID PRODUCTS: GU-ON, REGAL EGG SHEEN, QUICK LIQUID DRAPE, BOUTIQUE GLAZE, AND FantasSTIK GLUE. COME TO OUR BOOTH, 384, AT THE CHICAGO SHOW AND SEE OUR ENTIRE CRAFT LINE.



natcol CRAFTS, INC.

P. O. BOX 299, REDLANDS, CALIFORNIA 92373

Grumbacher presents a NEW CONCEPT

3-TRAY BRUSH assortments

METAL CABINETS WITH PLASTIC DOORS

Featuring the Exclusive VARI-LEVEL TRAYS

PRICE IS RETAIL VALUE OF BRUSHES

7500 COMPACT ART DEPARTMENT..... $225.00
Artists' assortment of 10 popular lines-20 dozen brushes

7600 ARTISTS' ASSORTMENT..... $205.00
9 popular series..... over 21 dozen brushes

7700 HOBBY-CRAFT ASSORTMENT..... $180.00
6 fast-moving series..... over 17 dozen brushes

ALL PRICES LESS DEALER DISCOUNT

Prices subject to change without notice.
Prices may be higher where shipping and handling costs are higher.

0614A090

GRUMBACHER Inc. 460 WEST 34th STREET NEW YORK, N. Y. 10001
BRUSHES • COLORS • ARTISTS' MATERIAL

BOOK REVIEWS

(CONTINUED FROM PAGE 24)

Shrink-A-Ma-Jigs ($1.50) also by Ruth Raffensperger and Carolyn Nulk and edited by Suzanne Stiles, covers the new craft fad of using plastic container lids, making designs on them with permanent color pens, and then shrinking to miniature decorations by baking them in the home oven for a minute or two. The book includes complete instructions and more than 25 full-size patterns and designs for such craft projects as charm-bracelets, chokers, belts, place-cards, mobiles, wind chimes, plaques and pillow, purse and macramé decorations.

* * *

(Train Shed Cyclopedia Nos. 9, 10, 11, 12, 13, 14. Published by Newton K. Gregg, Novato, Calif.)
Newton K. Gregg, which specializes in reprints from various classics, has dipped into a number of the famous Cyclopedias published for the railroad industry by Simmons-Boardman. The format of each is the same, 8¼x11½, with actual full-size pages reproduced from the original Cyclopedia editions.

No. 9 War and Standard Locomotives and Cars ($4.50) is taken from the 1919 Locomotive Dictionary and Cyclopedia. Featured are actual photos of some of America's most famous locomotives with dimensions and detailed drawings of components.

No. 10 ($4.50) covers **Rail Motor Cars of the 1930's from the 1931 and 1937 Car Builder's Cyclopedias.** The first part of the book features a number of photos of rail motor cars with some detailed drawings of their layout. Second section features photos and detailed drawings of car layouts. This particular book will undoubtedly have great appeal to buff builders seeking authentic data for their prototype reconstructions.

CRAFT FORUM

(CONTINUED FROM PAGE 7)

Shows and other means of reaching the consumer, the Educational Service Project, and communication between all levels of the Industry. This will be followed by the Division Business Meeting. Manufacturers, wholesalers, publishers, and retailers are urged to attend.

The Retailers Section have planned an Educational Program provided by the Small Business Administration on Saturday afternoon. The Business Meeting for this section will be held on Sunday evening prior to the popular Retailer's Hospitality Party. The Manufacturers Section Meeting will be held Friday evening, February 1, from 7 to 9 p.m. and the Wholesalers Section Meeting will begin Saturday morning, February 2, with a Seminar on Strengthening Your CMS Base (Capitol, Marketing, Sales) presented by the A. T. Kearney Co. The Seminar will be followed by lunch and a Section Business Meeting.

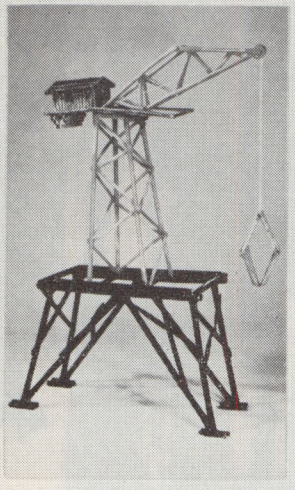
Please check the published agenda for other meetings and programs, but above all please consider the importance of attending these planned events. If you want to know the answer to "Where Do We Go From Here?", Chicago is a good place to be between February 1st and 6th to start looking for the answer.

Gail Brown of Calligraprints by ken brown, wrote a very apropos saying for our times. It is called "Craft Lady" and it goes like this —

"I canceled out the paper; I stopped the milkman too.
I fired my trusty gardener, My own hair now I do.
The only thing I buy now, Each time the eagle flies,
Are the necessary groceries—And a ton of craft supplies."

With best wishes for a profitable 1974, I leave you with one word of advice — Don't Get Caught With Your Crafts Down!

CRAFTSTRAWS®. COMING ON LIKE A HERD OF ELEPHANTS.



If you've had your ear to the ground, you've heard their thunder. The thunder of Craftstraws by Sweetheart. Excitement is building with hobby and craft shops. In schools. At women's clubs. From therapy groups. From just about anybody who wants to do something creative without going broke. They can weave Craftstraws, paint them, cut them, glue them—even stick them on things. It's really fun. So what makes Craftstraws so lucrative for you? Volume.

A Craftstraw package consists of 750 17-inch-long paper tubes for art and craft work of all kinds. Maybe that seems like a lot . . . until you realize that kids can go through 750 tubes faster than they go through a pack of bubble gum. Craftstraws come in cases of 10 packages. Each package has its own instruction leaflet. And with each purchase of Craftstraws you receive an exciting full-color banner-counter card. We have promotional mailers for dealers, too. Plus something you shouldn't forget. A comprehensive Craftstraw Instruction Manual that's full of all kinds of ambitious ideas to whet the creative appetite for more Craftstraws. Find out about Craftstraws—the whole Craftstraw program—today. Fill out and mail the coupon.

CRAFTSTRAWS
Maryland Cup Corporation
Owings Mills, Maryland 21117

Send me more information about Craftstraws.

CMHI

Dealer _____

Address _____

City _____ State _____ Zip _____

Phone _____

Wholesaler _____

JOIN US AT THE 37TH HOBBY INDUSTRY TRADE SHOW FOR 1974

IN CHICAGO AT THE CONRAD HILTON HOTEL

FEBRUARY 3RD THRU 6TH / HOBBY TRADE SHOW

THE HOBBY INDUSTRY OF AMERICA PROMOTES ACHIEVEMENT

The Hobby Industry's Greatest Showplace

Qualified Buyers may write for advance registration to: Hobby Industry Association of America, Inc./200 Fifth Avenue/N.Y., N.Y. 10010

Sorry, Children under 16 not admitted

MPC'S ZAP/ACTION... means sales action!

...MPC's got a totally new, totally exciting new model kit series based on Walt Disney's famous Haunted Mansion. Here are four merry, scary full scene kits inspired by the attractions that have thrilled millions of visitors at both Disneyland and Walt Disney World. Each scene is built around a story that combines 1/12 scale chilling ghouls and ghosts with humorous action. All the kits are animated with MPC's proven ZAP/ACTION!! Press the magic button and they really do 'come alive.' Just like your sales will when you key into this winning new series. Millions have seen the Walt Disney Haunted Mansion in person and millions more will see the hard-hitting ads MPC will be running in National Comics and Boys' Life. So stock up now, howl you ever forgive yourself if you let this one sneak up on you...the Walt Disney Haunted Mansion Series from MPC!!

mpc

MODEL PRODUCTS 126 GROESBECK HIGHWAY MOUNT CLEMENS, MICHIGAN 48043

Walt Disney's HAUNTED MANSION

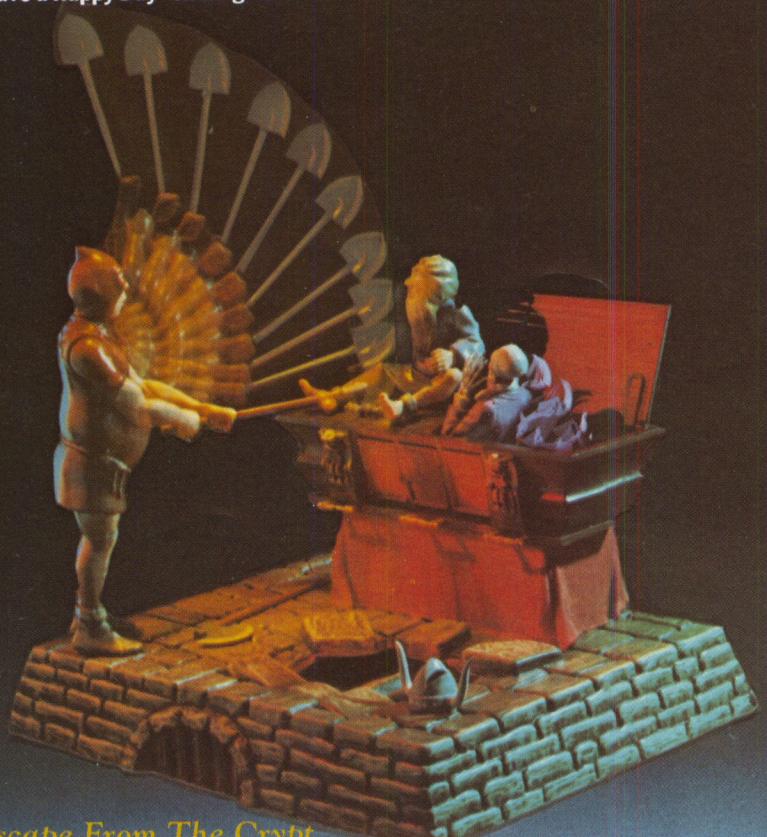
©1974 Walt Disney Productions

The Vampire's Midnight Madness

What's a Haunted Mansion without a vampire? But this one's afraid of the dark...a peek at that skull and Yipes!...ZAP/ACTION...his arms fly up and knock the gargoyle off the tombstone revealing the "Have a Happy Day" smiling face.

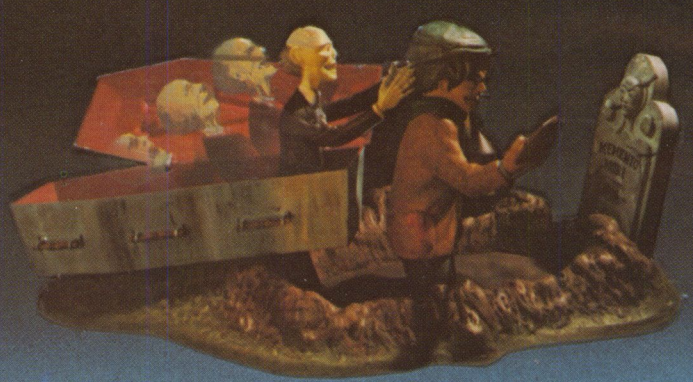
Play It Again, Sam!

Double ZAP/ACTION! The spidery organist slams down on the keys to fill the Mansion with his woeful melody and...ZAP/ACTION again ...the mummy pops up to sing along.



Escape From The Crypt

Double ZAP/ACTION! Down goes the shovel as the helpful henchman tries to free his buddy dwarf from the ball and chain. But when the shovel hits...ZAP/ACTION again...the casket's creepy cadaver pops up to complain about the noise.



Grave Robber's Reward

This charming fellow thinks he'll find hidden treasure, but look behind him...ZAP/ACTION...the casket lid flies up and the gruesome grabber puts his clammy paws on the cad.

The Walt Disney Haunted Mansion Series from MPC! It's dead certain to be the hit of the year. Backed by eye-popping packaging, breath-taking advertising and stunning P.O.P. materials. Don't let anybody get the jump on you...stock up today!

mpc

MODEL PRODUCTS 126 GROESBECK HIGHWAY MOUNT CLEMENS, MICHIGAN 48043

Show and Convention Program

Thursday, Jan. 31

3:30 p.m. to 5:00—Buckingham Suite 2525
President's Reception
(HIAA Directors, Section, Division & Committee Chairmen & Past Presidents)

7:00 p.m. to 9:30 p.m.—Williford Room "B"
Manufacturers Section Meeting

Friday, Feb. 1

All Day—All Exhibit Hall Areas
Trade Show Set-up

9:00 a.m. to 12 Noon—PDR #9
Model Railroad Division Meeting

9:00 a.m. to 12 Noon—Williford Room "B"
Handicrafts Division

9:00 a.m. to 12 Noon—PDR #10
Plastic Model Kits Division Meeting

9:00 a.m. to 11:00 a.m.—Astoria Room
Model Aeronautics Division Meeting

1:00 p.m. to 3:00 p.m.—Bel Air Room
Model Rocket Division Meeting

1:00 p.m. to 3:00 p.m.—PDR #8
Stamp & Coin Division

1:00 p.m. to 3:00 p.m.—Astoria Room
Radio Control Division Meeting

3:15 p.m. to 5:00 p.m.—PDR #9
Publishers Section Meeting

3:15 p.m. to 5:00 p.m.—Bel Air Room
Manufacturers Rep Section Meeting

3:15 p.m. to 5:00 p.m.—PDR #10
Retailers' Board of Directors

3:15 p.m. to 5:00 p.m.—PDR #8
Wholesalers Board of Directors

Saturday, Feb. 2

All Day—All Exhibit Hall Areas
Trade Show Set-up

9:00 a.m. to 11:00 a.m.—Room #420
Trade Show Committee Meeting

9:00 a.m. (All Day)—Beverly Room
Wholesalers Program-Seminar-Luncheon

1:00 p.m. to 5:00 p.m.—Waldorf Room
Retailers Program-Seminar

Sunday, Feb. 3

8:30 a.m. to 6:30 p.m.—All Exhibit Hall Areas
Trade Show—HIAA Members and Qualified Buyers

3:00 p.m. to 7:30 p.m.—As Posted
Educational Workshop Program

7:00 p.m. to 8:30 p.m.—Beverly Room
Retailers Section Meeting

9:00 p.m. to 12:00 Midnight—Waldorf Room
Retailers' Hospitality Party
(All HIAA Members Invited)

Monday, Feb. 4

8:30 a.m. to 6:00 p.m.—All Exhibit Hall Areas
Trade Show—HIAA Members and Qualified Buyers

All Day—Press Hdqrs. Rm. 419
Press Review

2:30 p.m. to 6:30 p.m.—As Posted
Educational Workshop Program

6:15 p.m. to 7:30 p.m.—PDR #8
Car Racing Division

8:00 p.m. to 10:30 p.m.—Williford Room "B"
Annual Business Meeting
(Elections—Awards of Merit)

Tuesday, Feb. 5

8:30 a.m. to 5:00 p.m.—All Exhibit Hall Areas
Trade Show—HIAA Members and Qualified Buyers

7:45 a.m. to 8:45 a.m.—Room #415
HIAA Board of Directors Breakfast Meeting

2:00 p.m. to 6:00 p.m.—As Posted
Educational Workshop Program

6:00 p.m. to 7:00 p.m.—Grand Ballroom
Cocktail Hour

7:00 p.m.—Grand Ballroom
(Annual Banquet—Dinner-Entertainment, introduction of 1974 officers, directors, and award announcements)

Wednesday, Feb. 6

9:00 a.m. to 5:00 p.m.—All Exhibit Hall Areas
Trade Show—HIAA Members and Qualified Buyers

9:00 a.m. to 12 Noon—As Posted
Educational Workshop Program

5:00 p.m.—All Exhibit Hall Areas
Dismantle Exhibits

Thursday, Feb. 7

8:00 a.m. to 12:00 Noon—All Exhibit Hall Areas
Dismantle Exhibits
(Exhibit Halls must be cleared by noon)

9:00 a.m. to 12:00 Noon—Room #415
HIAA Board of Directors Meeting

Craft Workshop Program

Workshops and Demonstrations sponsored by the HIAA Crafts Division will be held in the **Boulevard Room** and **Williford rooms "A," "B," and "C"** on the third floor of the Conrad Hilton Hotel. Admission will be by **ticket only.** Association members will receive seating preference; non-members will be admitted on a space-available basis. Workshop tickets will be distributed at the Hospitality/Membership desk in the Show Registration Area. Additional tickets will be available at the entrance to the workshop rooms. Only **ONE** representative from a firm may attend any session. Those attending should bring straight scissors, cuticle scissors, notebook, and any other personal tools.

SUNDAY, FEBRUARY 3 — 3:00-7:30 P.M.

BOULEVARD ROOM

3:00-4:50	**Ceramichrome**	Workshop	**BisqueKit,** Betty Fairman
5:00-6:50	**Hazel Pearson Handicrafts**	Workshop	**Sunny Seed Owl,** Joyce Bennett
7:00-7:30	**International Leisure Activity**	Demo	**Dimensional Quilling,** Arlene Trujillo

WILLIFORD A

3:00-4:00	**D. Jay Products**	Workshop	**Chenille Craft,** Dorothy English
4:10-5:00	**Maryland Cup Corp.**	Workshop	**Craftstraws,** Dottie Engel
5:10-7:00	**Craftics, Inc.**	Workshop	**Lucite/Plexiglas,** Harry Greenwald
7:10-7:30	**Walco Products**	Demo	**Eggery,** Dorothy Good

WILLIFORD B

3:00-4:00	**Casty Craft**	Workshop	**Decorator Projects,** Norman Daneiko
4:10-6:00	**Fingercraft Industries**	Workshop	**Macramé & Fingerweaving,** Andrew Collins
6:10-6:40	**Houston Art & Frame**	Workshop	**Papier Tole,** Jim Mulvey
6:45-7:05	**Hunt Mfg. Co.**	Demo	**Speedball Screen Printing,** Bruce Macphail
7:10-7:30	**Quilling Bee Enterprises**	Demo	**Quilling,** Bobbie McHugh

WILLIFORD C

3:00-4:50	**Connoisseur Studio**	Workshop	**Parian Sculptures,** Sally Lutz
5:00-5:50	**Zim's Inc.**	Workshop	**Dip-'N-Drape,** Eleanor Zimmerman
6:00-6:30	**Life-Like Products**	Workshop	**Boutiqueing,** Joe Distasio
6:40-7:00	**Sculptamold Div.**	Demo	**'Make the Scene' Kits,** Susan Turrentine
7:10-7:30	**Artist Shack**	Demo	**Photique,** June Meier

MONDAY, FEBRUARY 4 — 2:30-6:30 P.M.

BOULEVARD ROOM

2:30-4:20	**Titan Corp.**	Workshop	**Drape 'N Shape,** Alberta Lammers
4:30-4:45	**Stanislaus Imports**	Demo	**Macramé Plant Hangers,** Sandy Sadler
4:50-5:20	**Scovill Mfg. Co.**	Demo	**'Pinecraft' (Audio-Visual),** C. Houghton
5:25-5:40	**Beadery—Div. Greene Plastics**	Demo	**Compression Stone Jewelry,** Sue Johnson
5:45-6:10	**Fundimensions**	Demo	**Wood Chipping**
6:15-6:30	**Rub 'n Buff**	Demo	**BatiKit,** Elaine Broadwater

WILLIFORD A

2:30-3:20	**Craft Course Pub.**	Workshop	**PicKit 3-D Picture,** Gayle Merten
3:30-4:20	**Artis, Inc.**	Workshop	**Shrink-Art,** Artis/Aleene
4:30-5:00	**Felt Originals**	Workshop	**Pom-Pom Pal Duck,** Nancy Davis
5:10-5:30	**Solco Enterprises**	Demo	**String Art,** Sue Waldman
5:35-5:50	**Premier Mfg. Co.**	Demo	**Candles & Decorating,** Donna Cox
5:55-6:10	**Rohm & Haas Co.**	Demo	**Working with Plexiglas,** James J. Knight
6:15-6:30	**Smith House**	Demo	**Wire Sculpture,** Larry Privette

WILLIFORD B

2:30-4:20	**Paper Pottery, Inc.**	Workshop	**Paper Pottery,** Arneta Dow
4:30-5:30	**Harold Mangelsen & Sons**	Workshop	**Sand 'Art™,** Marlene LaChapelle
5:40-6:30	**W.F.R. Ribbon Corp.**	Workshop	**Spring is busting out all over,** Burma Webb

WILLIFORD C

2:30-4:00	**Sangray Corp.**	Workshop	**Magic Print Transfer Medium,** Bob McGill
4:10-6:00	**Quill Art**	Workshop	**Quilling,** Dayna Savage

TUESDAY, FEBRUARY 5 — 2:00-6:00 P.M.

BOULEVARD ROOM

2:00-3:40	**Priscilla Hauser Pub.**	Workshop	**Tole & Decorative Painting,** Priscilla Hauser
3:45-5:20	**Shiva, Inc.**	Workshop	**Rub-Outs Pen & Ink on Glass,** P. Hauser
5:25-5:40	**Design-R Crafts**	Demo	**Repoussé,** Vivian Abell
5:45-6:00	**Activa Products**	Demo	**(New Item),** John B. Stuppin

WILLIFORD A

2:00-2:50	**Image Design**	Workshop	**Dried Flower & Miniature Arranging,** Tom Hopkins
3:00-3:50	**Model Rectifier**	Workshop	**Tinsel Painting,** Bette Norrigan
4:00-4:20	**Poly-Optics, Inc.**	Demo	**Sculpture Art,** Philip R. Strauss
4:25-4:45	**Bersted's Hobby Craft**	Demo	**Plaster Cafting w/latex,** Nellie Dennison

WILLIFORD B

2:00-3:50	**Fibrec, Inc.**	Workshop	**Fabric Crafts,** Michael Flynn
4:00-4:20	**I.S.L.E. Labs**	Demo	**Craft Cast Rigid Foam Resin,** P. Gottschalk
4:25-4:45	**Avalon Industries**	Demo	**Weaving Loom,** Ellen Fried
4:50-6:00	**Eden Craft**	Workshop	**Carve in Color,** Ed Palmer

BUYING PLANNER

(Make your buying and planning notes here)

HALL	COMPANY	BOOTH NO.	ITEMS OF NOTE	PRICE DISCOUNT	RELEASE DATE	SALESMAN	✓) CATALOGS PRICE LISTS

(© 1974 Hobby Publications, Inc. For extra copies, visit Craft, Model & Hobby Industry magazine, Booth 75, East Hall.)

Dinky Die-Cast Metal Kits...

the models you can play with!

Dinky Kits are not only fun to assemble and paint (a bottle of Humbrol Enamel is in every kit) . . . But when the're finished Dinky Kits are packed with Play-Value. There's no glue to come apart because Dinky Kits go together with screws . . . And Die-cast Metal is unbreakable for rugged play.

Every Dinky Kit is designed for customer satisfaction . . . which means greater return sales for you.

Dinky Kits®
DIE CAST METAL

For more information about Dinky Kits contact:

Booth 567
at the Hobby Show

ANA International
exclusive U.S. distributor
P.O. Box 7611 Waco, Texas 76710 817/772-4530

New York Showroom
1107 Broadway, Room 400

* for Craft's Sake it's Elaine

Did the music of the ringing cash register during the Christmas shopping rush lull you into complacency? Now it is January—inventory time—and time to plan new promotions. Don't make the mistake of planning **only** promotions of new items you'll order at the HIAA Show in February. They will be effective later, **after** you have received the new products, but they won't move the merchandise you already own!

With the fuel shortage the consumer has more time at home and will want to keep active to keep warm. What better creative pastime than crafts? Consumer magazines are certainly helping us with articles featuring "Do It Yourself" projects. Why not tie your promotions in with these articles now?

The bright, but sterile, decor of a coffee shop one morning "drove" my thoughts to the intricate, subtle shades of the "Batik by Beata" show I saw recently. Have you noticed how the ageless art of batik has been slowly but steadily growing in popularity? SPHERE, Betty Crocker's magazine, calls it "the Batik Revival". See the January issue of DESIGN published by the Saturday Evening Post. Batik has been a slow moving item so it was a craft some retailers hesitated to stock. My crystal ball isn't working—but I'll still predict—as the consumer becomes more familiar with this art form, it will become a staple in the craft departments not just a "fad".

One of the problems of retailing batik materials is—when craft people first try a new idea, they are conditioned to following explicit instructions. Confusion as to "which and what" materials to stock has resulted because varying batik procedures have been publicized by many companies. You don't need many different brands of batik materials to satisfy all customers' request—be they artists, crafty ladies or children. Just to prove this point, mail a request to me and receive free detailed instructions for 6 different batik techniques using Rub 'n Buff BATIKIT materials that can be stocked on one small, free standing rack.

Briefly, these techniques are: 1. **Traditional Batik** for the artist or purist. Basically, the procedure is applying a wax resist and a dyebath for each color in the design. Use clear BATIKIT DYE WAX as the wax resist and the many beautiful shades of BATIKIT COLD WATER DYES will combine in the series of dyebaths to produce authentic batik. 2. **BATIKIT** for the craftsman who wants a reasonable facsimile. *One* waxing and *one* dyebath will produce as many colors as you desire because the heated, colored BATIKIT DYE WAXES are brushed in the fabric at one time. A dyebath of BATIKIT COLD WATER DYE produces the background. 3. **Quick Technique** for the craft person who is in a hurry or for children. The entire design is painted on the fabric with thickened BATIKIT COLD WATER DYES as in textile painting. (How many times have your customers asked you for textile paints—here they are!) When dry, the entire surface is coated with clear BATIKIT DYE WAX and crumpled to get the characteristic "batik veins". The BATIKIT COLD WATER DYE can be applied in one of two ways for the rich background color. This method produces brighter colors than the traditional batik. The rest of the procedures are very simple introductory batik techniques which camp directors, Scout leaders and Sunday school teachers will like for project ideas. (Don't overlook Tie Dyeing with BATIKIT COLD WATER DYES also!)

Elaine's
Batikit Hints
1. Wash starch fillers from fabric
2. Heat and maintain BATIKIT DYE WAX at 200°
3. Be sure DYE WAX penetrates fabric
4. Crumple fabric before background dyebath
5. Press lightly with a medium hot iron
6. Change paper towels often
7. Rinse away excess wax in home dry cleaning fluid

Why not plan a store promotion featuring BATIKIT materials to increase sales as well as establish your store as the source for batik materials. Want a plan for such a promotion? Just ask and you shall receive!

Elaine Broadwater

Elaine Broadwater
Crafts Coordinator

Rub 'n Buff®

Rub 'n Buff Division
4010 W. 96th Street
Box 68163
Indianapolis, Indiana 46268

DIVISION MEETINGS

(CONTINUED FROM PAGE 21)

She points out that since there are so many public schools in the U.S., enough funds might not be available to distribute the catalog to all of them at one time. Distribution is being planned for all Junior High Schools, Senior High Schools, Grade Schools, and all State colleges.

All members who publish craft books were asked to provide information by December 1, 1973.

1974 Craft Division Meeting

The Craft Division will hold its Convention meeting on Friday, February 1 from 9:00 a.m. to 12 Noon in Williford Room "B." Tentatively scheduled for the meeting are the following:

9:00-9:45 Show and Tell:

Ten selected retailers will each have 5 minutes to present an original craft idea. (A new use of a craft product, a new method of advertising, a different way they've used crafts in cooperation with schools, handicapped children or senior citizens.)

9:50-11:00 Round Table Discussion:

(This procedure was very successful last year. It is being repeated by popular request. Note the topics to be discussed have been condensed to allow more in-depth discussion. The group will be divided into table groups according to "craft interest" as they were last year. The various committee chairmen will serve as discussion leaders.)

Topic I—Trade Shows (Commercial)

Organization of trade shows:

Advantages or disadvantages of a trade show organized by a professional.

Advantages or disadvantages of a trade show organized by a regional H.I.A.A. group.

Number of trade shows and locations desired.

Purpose:

Do you "use" trade shows?

Buying? Selling? P.R.?

How could trade shows be improved to better suit your purpose?

Consumer Shows Organization

Should they be held in conjunction with trade shows?

Who should be responsible for organizing them?

If they are H.I.A.A. - sponsored, what guidelines would you apply?

What methods of operation are most effective?

How often and where should they be?

Purpose:

Do they serve the purpose you have for them and what is that purpose?

Do consumer shows elevate the status of the craft industry in the consumer's mind—stimulate business?

Are there better ways of reaching the consumer? What are they?

Topic II—Educational Service Project (Service)

Each group will have a copy of the proposed educational project. They would discuss it pro and con plus suggesting alternative projects.

Be prepared to vote on project and to support it financially.

Topic III—Communication between all levels of industry

Suggested questions:

Do you feel present lines of communication are effective?

Does the H.I.A.A. organization help in communication?

If not, why not? How can they?

Which areas of communication are most effective and how can their scope be enlarged?

11:00-11:30 Committee Chairmen Reports on Round Table Discussion.

11:30-12:00 Business Meeting and Election of Officers.

In addiiton to the Craft Division Meeting there will be a full schedule of **craft demonstrations** and **workshops.** One large room will be used for manufacturers' demonstrations of new items. Suggested presentation time — 15 minutes. Three smaller rooms will also be set up for "in-depth" workshops with a suggested working time of from one-to-two hours. For these, manufacturers will be prepared to teach craft methods, selling techniques, and other matters of interest.

U.S. CENSUS BUREAU

THE U.S. Census Bureau has adopted a product class for "Hobbies" in its Census of Manufacturers. According to **Denton Harris** (Toy & Hobby World), chairman of the HIAA's Government Affairs Committee, and **Sol Kramer** (Life-Like Products, Inc.), chairman of the Hobby Identity Committee, this is the first step on the way to having the Federal Government recognize the hobby business as an "industry."

They pointed out that in order to gain "industry status" in the Census, statistics must meet certain minimum criteria. The only way to obtain these statistics, however, is to first develop a "product class" which permits the Census Bureau to gather the information required.

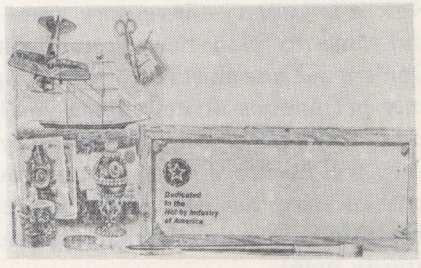
They added that the new product class will be listed in the Standard Industrial Classification under "Toys & Games." "However, statistics garnered from this status will enable 'Hobbies' to move out from under the umbrella of toys — something all of us in the industry want to see."

The next Census of Manufacturers will be taken in 1977, they indicated. "This means that the earliest we could be shown in a Census as a separate and distinct industry will be in 1982," they said.

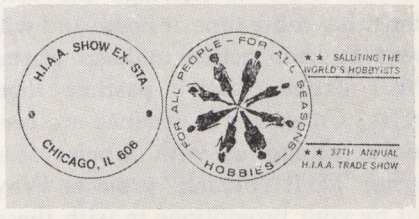
This change, they indicated, is a direct result of efforts by Executive Consultants, Inc., HIAA's Washington liaison in behalf of the industry.

POSTAL SUB-STATION

A **Post Office Sub-Station** will be set up at the Show and will be open during show hours, from February 3-6. Specially designed for use at the Show will be a 1974 Cachet cover in four color, depicting all types of hobbies and crafts. Copies of the cachet will be available to all exhibitors and a limited number will also be available to wholesaler members of the Association. Following the show, hand-cancelled and stamped covers will be available to the public for a fee, from HIAA's New York office.



1974 Special Souvenir Issue


H.I.A.A. SHOW EX. STA.
CHICAGO, IL 606
FOR ALL PEOPLE — FOR ALL SEASONS
HOBBIES
★★ SALUTING THE WORLD'S HOBBYISTS
★★ 37TH ANNUAL H.I.A.A. TRADE SHOW

1974 Cancellation

The 1974 special souvenir issue was designed by Larry Greenwald, secretary of HIAA's Stamp & Coin Division. The issue measures 6¾" and can be mailed in a No. 10 envelope. Show exhibitors can have them stamped and cancelled at the Show at the U.S. Postal Sub-Station and can then mail them to customers as souvenirs.

The new cover is a companion to the 1973 cachet which is currently valued from $1.00 to $1.50, Walter Caddell, executive director of the Association, pointed out. The few 1973 issue that have filtered to stamp dealers are said to be priced from $1.75 to $2.00.

We've made the handcrafts business as easy as child's play.

Fingercraft has perfected easy-to-follow instructions for age-old arts. We've created new crafts for new markets, and innovated in design and product line. Come see the handcraft business made simple as simon.

37th H.I.A.A. Trade Show
Conrad Hilton
February 3-6
Booth #411

Fingercraft Industries

P.O. Box 1082, Northland Center Sta., Southfield, Michigan 48075

1974 Convention & Show Highlights

Wednesday, January 9: Judging for Awards of Merit in Packaging Program. Includes three different awards: 1. Packaging Competition—to pick the best packages in five list-price categories; 2. Special Competition — any effort in marketing, sales promotion, advertising, or public relations during 1973; 3. Point of Purchase Competition: any display rack designed to contain merchandise for consumer sale in use during 1973. Announcement of winners and presentation of awards will be made during the Trade Show.

Thursday, January 31: Manufacturers Program, 7-9:30 p.m. Williford Room "B." Section meeting followed by a talk given by a representative from OSHA (Occupational Safety and Health Administration) who will speak on the problem of employee safety.

Friday, February 1: Annual Meetings for HIAA member Divisions: model railroad, model car racing, crafts, plastic kits, model aeronautics, model rockets, stamps & coins, radio control, publishers, and retailers.

Saturday, February 2: All-Day programs for wholesalers and retailers. **Retailers** will feature a special exhibit showing merchandising ideas and unique ways to use craft and hobby products. A representative from the Small Business Administration will then talk on inventory control and how the SBA can help the small retailer.

The **Wholesalers** all-day meeting will feature a talk on business methods, followed by a speaker from OSHA on the subject of employee safety.

Sunday, February 3: Opening day of the Trade Show (8:30 a.m.). First day of the Craft Workshop program. Retailers Hospitality Party: 9:00 p.m. to midnight, Waldorf Room.

Monday, February 4: Press Preview Day. The trade and consumer press will visit the show all day. Press Room is 418 & 419, fourth floor. At 8:00 p.m. the Annual Business Meeting will be held in the Beverly Room.

Tuesday, February 5: The Annual Banquet will be held in the Grand Ballroom. Time 6:00 p.m. Awards presentation, including the "Meritorious Award of Honor" and the introduction of new officers.

(CONTINUED ON PAGE 52)

Wholesalers' Program

AS in the past, a varied program has been planned for the **Wholesalers section.** On Friday, February 2, the Section will hold an all-day Seminar, beginning at 9:00 a.m. The Seminar will be divided into morning and afternoon sessions.

Guest speaker at the morning session wlil be **Robert M. Peterson,** a principal of A. T. Kearney, Inc., Chicago-based management consultants. This is the third year in a row that A. T. Kearney has participated in the Wholesalers' Section Seminar.

Mr. Peterson, who joined Kearney in 1964, has had extensive experience in developing corporate organization structures, conducting merger and acquisition studies, developing market strategy, improving sales and delivery methods, creating sales compensation plans, and measuring salesmen's performance.

He is a frequent speaker at meetings of the American Management Association and of the National Association of Wholesalers; he is a member of Sales/Marketing Executives International and President of the Sales/Marketing Executives Association of Chicago, Inc.

Topics to be covered by Mr. Peterson will include: "Analyzing your Company's Financial Opportunities by Determining How Well" a) the assets are used to produce sales; b) how well the assets are used to produce profits; c) how well the assets and liabilities are balanced; and d) how well the operating policies have worked to produce profits.

He will also cover: "Developing the Annual Marketing Plan": a) defining an annual marketing plan; b) benefits of the plan; c) information to include in the plan; and d) how to develop the plan.

Additional topics will include: "How to Improve the Salesmen's Efficiency in Covering Their Territories": a) how to save time; b) how to reduce the number of miles driven; and c) how to increase sales.

The Morning session, which runs from 9:00 a.m. to 12:30 p.m., will close with a question-and-answer period.

Retailers' Program

TWO-DAYS of seminars, talks and round-table "rapping" will be held for retailers during the HIAA Convention and Trade Show.

On Saturday, February 2, at 2:30 p.m. in the Waldorf Room, **Larry D. Cherry** will discuss "How the Small Business Administration can help the small retailer" and "How the retailer can apply for assistance." Mr. Cherry is assistant regional director for finance and investment, Region V, Small Business Administration.

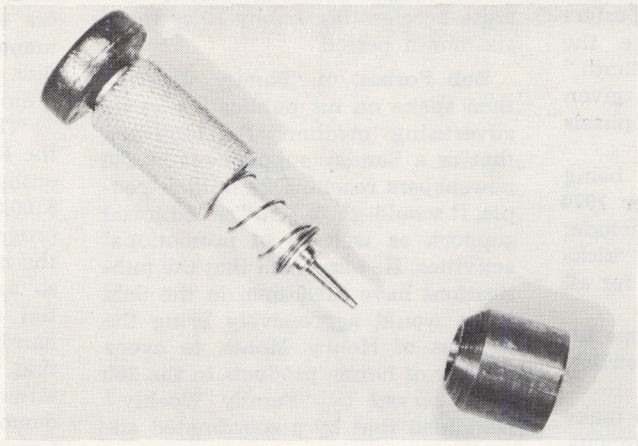
Mr. Cherry joined the SBA in 1966 as a loan officer in its Columbia, South Carolina office. The following year he was appointed chief of that office's Financial Division. In 1970 he was transferred to the SBA's Washington headquarters as a financial analyst. In April 1972 Mr. Cherry was made chief of the Financial Services Division in Chicago; recently, he was appointed to his present position.

As part of the two-day program, retailers will also have the opportunity to set up their own exhibit displays. Before the talk by Mr. Cherry, retailer members of the Association will be able to set up their own exhibits on tables in the Waldorf Room from 1:00 to 5:00 p.m. Both members and non-members are invited to view the exhibits.

Purpose of the exhibits is to give member retailers an opportunity to show and discuss merchandising techniques that have worked well for them, product display, and unique ways of using hobby/craft kits.

Sunday Business Meeting. On Sunday, February 3 from 7:00 to 8:00 p.m. member and non-member retailers will meet in the Beverly Room for the Retailer Section Business Meeting. Chairwoman for the meeting is **Betty Scott** of Betty's Craft, Cincinnati.

This simple, little Setting Machine will make your department an awful lot of money...



What we have here is a ***fantastic little machine*** that will set Rhinestones, Pearls and Sequins onto *any* fabric or garment (blue jeans, dresses, sweaters, blouses and so on.)

A machine, ***so simple that any one can use it*** in their own home and get professional results every time.

Creative minded women love it and nothing on the market can compare to its ***low cost and simplicity in use.***

Each machine is individually mounted on a colorful blister card, adding to the sales appeal.

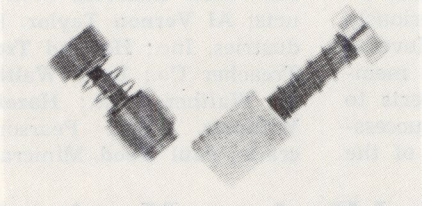
SIMPLE TO USE
HANDY ANDEE
RHINESTONE SETTING MACHINE
SETS PEARLS AND SEQUINS TOO!
NO SEWING - QUICKLY APPLIED NO GLUEING
SETS MANY DIFFERENT SIZES
ATTACH RHINESTONES AT HOME
PROFESSIONAL RESULTS
Another Fine Craft Idea From SHERU

AND A BIG PLUS . . Every time a setting machine is sold, Rhinestones, Pearls and Sequins will also be sold. That's why we offer our complete assortment rack of all these items (to include settings.)

And your customers will be back *time and again* to stock up on these *hard to find* settings.

Don't delay . . . order now and watch your sales start to multiply.

in more ways than one!



To go along with the rhinestone setting machines, we now have a **STUD SETTING MACHINE.** It works on the same principal, and in the same **EASY-TO-USE MANNER** as the rhinestone setter. But this machine sets studs & nailheads with ease and **PROFESSIONAL RESULTS** each and every time.

See us at the Chicago Craft Show!

COMPANY _____

BUYER _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

_____ **Dz. Studsetting Machines @ $48.00 Per Dz.** _____

_____ **Dz. Rhinestone Setting Machines @ $36.00 Per Dz.** _____

_____ **Dz. Rhinestones & Settings @$6.00 Per Dz. Pkgs.** _____

_____ **Dz. Nailheads @ $6.00 Per Dz. Pkgs.** _____

(Free display rack supplied with order of 12 dozen rhinestones and settings and/or nailheads). (Free promotional material sent with all orders).

TOTAL _____

MINIMUM: $100.00
TERMS: PLEASE SEND CHECK WITH INTRODUCTORY ORDER
FOB: OUR FACTORY, N.Y.C.

SHERU ENTERPRISES, INC. 49 W. 38th Street • N.Y.C. 10018

Oct. 1974 Named 'National Hobby Month'

OCTOBER 1974 has been officially declared as "National Hobby Month." To help promote the event throughout the industry and to consumers nationwide, the HIAA has begun to develop a series of programs which will be featured at the 1974 Convention and Trade Show. Throughout all areas of the Show, posters and placards will emphasize the theme of "National Hobby Month." A special award will also be given to the booth with the best emphasis on this industry program.

Promotional steps already being developed to promote October 1974 as "National Hobby Month" include:

- A total industry promotion "kicking off" prime sales months for all hobby merchandise.
- A promotion national in scope involving all channels of distribution.
- An impact on consumers to make our society more hobby conscious.
- A proposed joint advertising venture that will stimulate interest in hobby products.
- Colorful window signs for hobby retailers.
- Suggestions for retailers on "merchandising," including advertising, window display, contests, etc.

Further ways in which to promote "National Hobby Month" were discussed at a special meeting of the Manufacturers' Section of the Association held at the Newporter Inn, Newport Beach, California on October 17, 1973.

Stephen Schilt, (California Titan Products), chairman of the Manufacturers' Section, introduced an "action program" developed as a cooperative effort by the Public Relations Committee and an ad hoc committee of the Manufacturers' Section.

The ad hoc committee was composed of: **Mitchell Cadish,** (Testor Corporation), **Pat Flaherty,** (L. M. Cox Manufacturing), **Milt Grey,** (Tyco Products), **Dick Mayer,** (L. M. Cox Manufacturing), **Lou Miraula,** (Ceramichrome, Inc.), **Howard Rieder,** (Revell, Inc.), and **Joseph Samaria,** (Hazel Pearson Handicrafts). **Henry Blankfort,** HIAA's national public relations consultant, represented the Public Relations Committee.

Goal of the action program, Mr. Schilt said, was "to extend consumer awareness of hobby products." In discussing the program's goals, **Milt Grey** stressed the importance of a major national advertising campaign backed by hobby manufacturers; extensive consumer awareness of hobbies; and efforts to encourage retailers to aggressively promote hobbies and given them the shelf space they deserve. He pointed out that by launching this program in October, on the threshold of the Christmas selling season this would stimulate accelerating hobby sales for a six-month period.

Bob Forbes, of "Family Weekly" then spoke on his publication as an advertising medium. He indicated that as a Sunday supplement in 280 newspapers reaching 20 million people, it would go "all out" in editorial support, as well as in promotional activities. He explained that the publications have 2,300 men in the field "who would aggressively bring the benefits of Hobby Month to every retailer of hobby products in the 280 cities served by "Family Weekly." He added that by a coordinated advertising program, manufacturers advertising in the special Hobby Month issue would receive special savings in advertising cost.

Henry Blankfort then outlined how major consumer groups would participate on a national level to "create hobby consciousness and consumer demand." Groups he cited were the Boy Scouts, Girl Scouts, and the Association of Retired Persons.

A resolution was then made "that the Manufacturers' Section of the Hobby Industry Association of America endorse and support the coordinated national advertising campaign and promotion of October, 1974 as National Hobby Month and calls on all of its members to individually participate in it; and suggests that all of the sections and divisions of the Association seriously consider this project and develop those programs to which its members will also lend their efforts to make this one of the most successful programs in the history of the Hobby Industry Association of America."

Six manufacturers at the meeting then allotted a total of $100,000 to be confirmed on the presentation of the final program for the coordinated advertising campaign. Representatives of the other manufacturers at the meeting indicated their managements would most likely provide positive support for the program.

"The fact," said Mr. Schilt, "that the Resolution was passed with such enthusiasm and that as a starter, $100,000 is seeding the advertising program, is an indication of not only the maturity of our industry but also an understanding of the potential market of hobbies which has barely been scratched. We believe that this campaign will alert all retailers to this growing market and demonstrate by their sales growth how they will benefit."

Manufacturers present at the meeting were: **James Beauer,** Craftint Manufacturing Co.; **Don Barber,** Pactra Industries, Inc.; **Lee Blyler,** Ambroid Co.; **John Brodbeck,** K & B Manufacturing Co.; **Mitchell Cadish,** Testor Corporation; **Al Davenport,** Pactra Industries, Inc.; **Richard Falk,** General Crafts Corp.; **Pat Flaherty,** Cox Manufacturing Co.; **Frank Garcher,** Midwest Products Co.; **Milt Grey,** Tyco Products; **Richard W. Grimm,** Gould-Mersereau Co.; **Mark Jansen,** Open Door Ent., Inc.; **Larry Kline,** Craftint Mfg. Co.; **Tom Koves,** Universal Supply Co.; **Ed Manulkin,** Sterling Models; **Dick Mayer,** Cox Mfg. Co.; **B. Paul,** GHC; **Jim Russell,** Aurora Products; **Joseph Samaria,** Hazel Pearson Handicrafts; **Stephen Schilt,** California Titan Products, Inc.; **Matt Sullivan,** Sullivan Products; **Al Vernon Taylor,** Pactra Industries, Inc.; **Howard Treacher,** H. Treacher Co.; **B. J. Walthers,** Wm. K. Walthers, Inc.; **Hazel Pearson Williams,** Hazel Pearson Handicrafts; **Paul Wood,** Minicraft Models.

Agenda for Annual Business Meeting Feb. 4

The **HIAA Annual Business Meeting** will be held on Monday, February 4, at 8:00 p.m. in the Williford Room "B." Three items set for the Agenda are:

1. Presentation of the Minutes for the February 5, 1973 Annual Business Meeting for approval.
2. Presentation of Proposed Amendments to the Bylaws for consideration by the Association membership.
3. Election of five Association members to serve on the Board of Directors for three-year terms.

There will also be brief reports and announcements of the 1973 winners of the 1973 Awards of Merit in packaging. **Richard Falk,** HIAA president, will then report on various Association programs.

(CONTINUED ON PAGE 48)

YALEY, the really BIG NAME in Candle Crafting Materials, Supplies, Equipment and Wax

Prime

Yaley has, for 39 years, been the prime supplier of custom blended waxes for candle crafting, food, cheese and frozen food industries.

Yaley is the only independent supplier of a complete line of candle crafting waxes. Yaley formulates waxes for special uses, such as foliating, glass waxes, shaping waxes, dipping waxes and other waxes needed for unique and professional candle crafting. Huge tanks in the Yaley plant are used for custom blending and storage.

Experience

Three generations of professional know-how. Years of candle manufacturing and research have given the Yaley brothers a wealth of information enabling them to produce quality materials and professional instructional information.

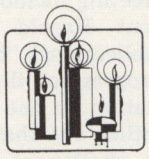
Yaley formulates the finest, most concentrated dyes and most effective scents available.

Yaley packaging has been acclaimed by the Industry, the quality by the Consumer.

Innovative

Years of candle manufacturing and research have given Yaley a wealth of information. Through "how to" books, Yaley Enterprises shares their professional knowledge and information with home crafters.

The Research Division continually searches for new and improved procedures. Yaley was first with the special safety thermometers, first with Decorating Drip wax, first with Swizzle Sticks and many other innovations.



YALEY—one source for all Candle Crafting materials, including wax

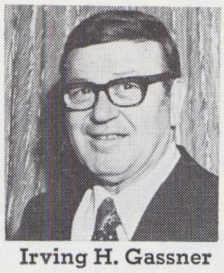
129 Sylvester Road
South San Francisco, Calif. 94080

Five Leaders Nominated for Board Terms

FIVE hobby industry leaders have been nominated to serve three-year terms on the Association's Board of Directors.

As announced by **Harold Carstens** (Carstens Publications), chairman of the Nominating Committee, the nominees are: **Irving H. Gassner,** wholesaler (United Model Distributors, Inc.), **Milton K. Grey,** manufacturer (Tyco Industries, Inc.), **Royle Glaser Lasky,** manufacturer (Revell, Inc.), **William H. Selzer,** manufacturer (L. M. Cox Mfg. Co., Inc.), and **Bruce Walthers,** manufacturer (Wm. K. Walthers, Inc.).

The terms of current board members **Frank S. Garcher** (Midwest Products), **John Gonsalves** (Craft & Hobby Supplies), **William H. Sezler, Matthew A. Sullivan** (Sullivan Products), and **Bruce Walthers** expire this year.



Irving H. Gassner

Milton K. Grey

Royle Glaser Lasky

William H. Selzer

Bruce Walthers

Irving Gassner has been a member of HIAA since 1950 and is currently a member of the Dues Review and Hobby Identity Committees.

Royle Glaser Lasky, has been a member of HIAA since 1951. She is currently a member of the Hobby Consumer Protection Committee.

William Selzer has been an HIAA member since 1949 and is currently Vice President of the Association and chairman of the Hobby Consumer Protection Committee, and vice-chairman of the Meritorious Awards of Honor Committee.

Bruce Walthers has been a member of HIAA since 1953 and is currently secretary of the Association and chairman of the Finance and Continuity Committees.

The 1973 HIAA Nominating Committee consists of: Harold H. Carstens, chairman; Lee L. Blyler (Ambroid Co.); Edward Goldberg (Peerless Corp.), Edward Manulkin (Sterling Models), Quentin T. Webster (Webster's Hobby Shop #1, Phoenix, Ariz.), Leo Campbell, alternate (Campbell Scale Models), and Hazel Pearson Williams, alternate (Hazel Pearson Handicrafts).

Remaining Board Members

If elected, the above nominees will join the following Board Members: **Richard Falk,** General Crafts Corporation, Baltimore, (currently President of HIA); **Edward Manulkin,** Sterling Models, Inc., Philadelphia, (HIA Treasurer); **Lee L. Blyler,** Ambroid Company, Brockton, Mass.; **Harold H. Carstens,** Carstens Publications, Inc., Newton, N.J.; **David Cunningham,** Cunningham Art Products, Stone Mountain, Ga.; **Denton Harris,** Toy & Hobby World, Atlanta; **Richard Palmer,** Rich's Hobbytowne, Parsippany, N.J.; **Bernard Paul,** General Hobbies Corp., Meadowbrook, Pa.; **Stephen J. Schilt,** California Titan Products, Inc., Santa Ana, Calif.; and **Hazel Pearson Williams,** Hazel Pearson Handicrafts, Rosemead, Calif.

BUSINESS MEETING

(CONTINUED FROM PAGE 46)

Major points covered in the Minutes for the 1973 Meeting include the following: President Harold Carstens (Carstens Publications) "briefly reviewed the progress of the Industry and Association in the past two (2) years pointing out that the future held many challenges. Our Industry Identity program started less than two (2) years ago. Our Hobby Consumer Protection Committee, Government Affairs Committee and Marketing Committee were singled out as those groups within the HIAA that face immediate and future problems. Increased Government activity regarding 'Consumerism' can be expected, and in line with this, the combined efforts of key committees will be instrumental in establishing the product and market differences between the Hobby and Toy industries.

"He reported that a Washington, D.C. firm [Executive Consultants, Inc. — Ed. Note] had been retained to provide a flow of information to our members in areas of Government activities. Also, a proposal for a Marketing Study of the Industry would be considered at the Board Meeting following the Trade Show.

"As a Billion Dollar industry, we have reached a plateau. Every indication is that our growth will accelerate in the 70's. Noting that additional leisure time, earlier maturing of today's youngsters, and acceptance that involvement in hobbies contributes to the well-being of our society has caused our market to expand, resulting in creative new products and more sophisticated channels of distribution."

Among Amendments to the Bylaws passed were:

1. That the terms "Dealer" and "Retail Dealer" appearing throughout the Bylaws be deleted and replaced with "Retailer."
2. That the Hobby Consumer Protection Committee and the Hobby Identity Committee be added to the Bylaws list of Committees.
3. That the Hobby Consumer Protection Committee "study and recommend on all matters pertaining to product safety of Hobby merchandise at trade, consumer, and government levels."
4. That the Hobby Identity Committee "study and recommend ways and means by which industry identity can be established."
5. That deficit spending "in any fiscal year be limited to no more than 30% of the members' equity reflected in the balance sheet of the previous year."

A highlight of the annual Business Meeting is the presentation of the Walt Billett Trophy to an industry personality in recognition of their contributions to Model Aviation.

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EAST HALL

AMT Corp.	Parlor A
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Associated Hobby Mfrs.	Parlor S
Walbead, Inc.	Parlors T & U

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EAST HALL (Parlors A-H & R, Booths 1-91) **WEST HALL** (Parlors I-N, S-X, Booths 101-199) **CONTINENTAL ROOM** (Booths 301-422) **NORTH HALL** (Booths 501-569) **NORMANDIE LOUNGE** (Booths 601-628)

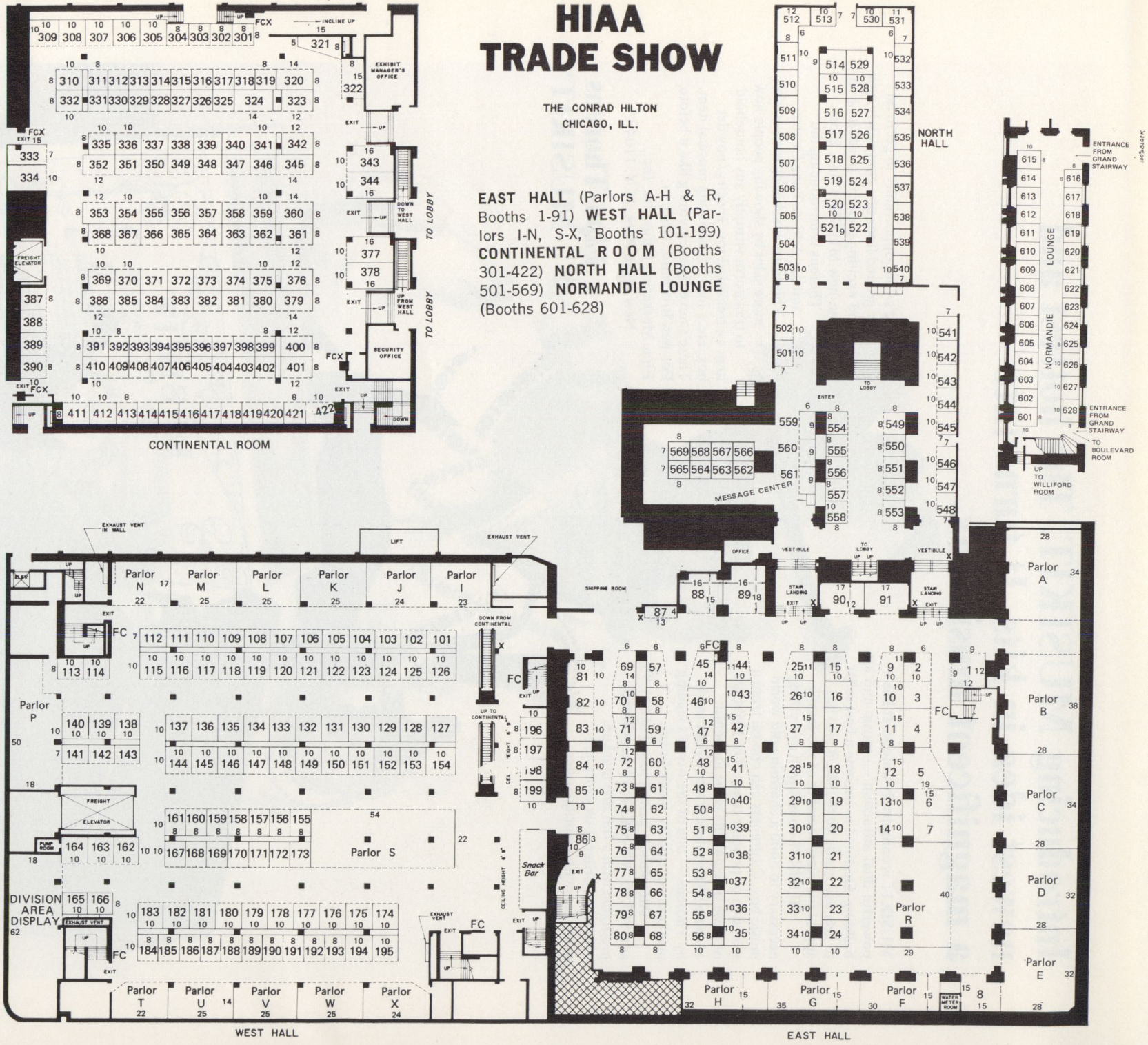

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Exhibit Areas: Exhibits will be held in five halls: East, West, and North Halls, and in the Continental Room and Normandie Lounge. All exhibitors will be issued badges starting Thursday afternoon, January 31 in the Show Office (Room 420, fourth floor). Set-up is all day, Friday and Saturday, February 1 and 2.

Registration: Registration desks are located just outside the Continental Room, in the South Lobby. You may register and receive your badges starting Saturday, February 2, but only exhibitors will be allowed on the Trade Show floor until 8:30 a.m. Sunday, February 3 when the Show officially opens.

Meetings: All meeting rooms and the Retailer Lounge are on the third floor.

Craft Workshops: All Workshops and demonstrations will be held in either the Boulevard Room (mezzanine) or in Williford rooms "A," "B," or "C" (third floor).

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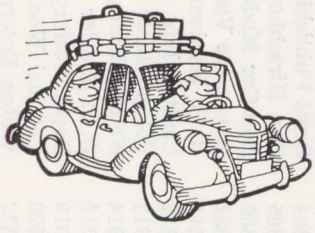

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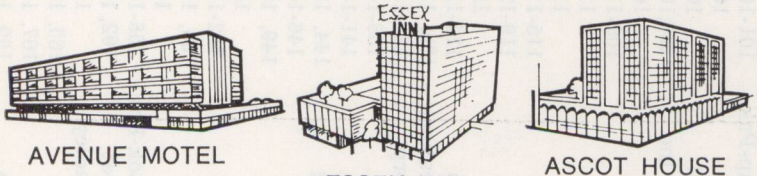

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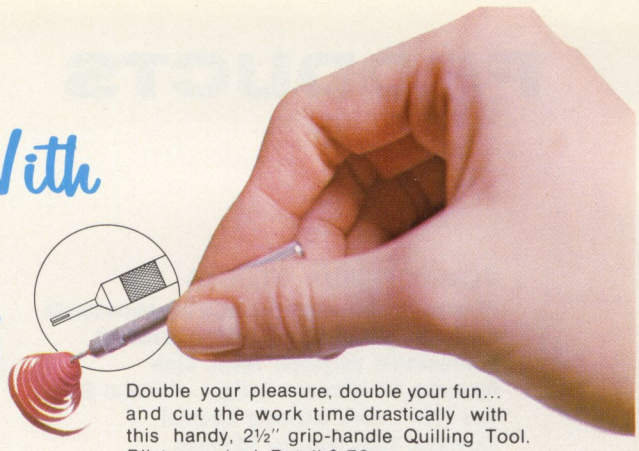

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WALCO PRODUCTS

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WALCO PRODUCTS

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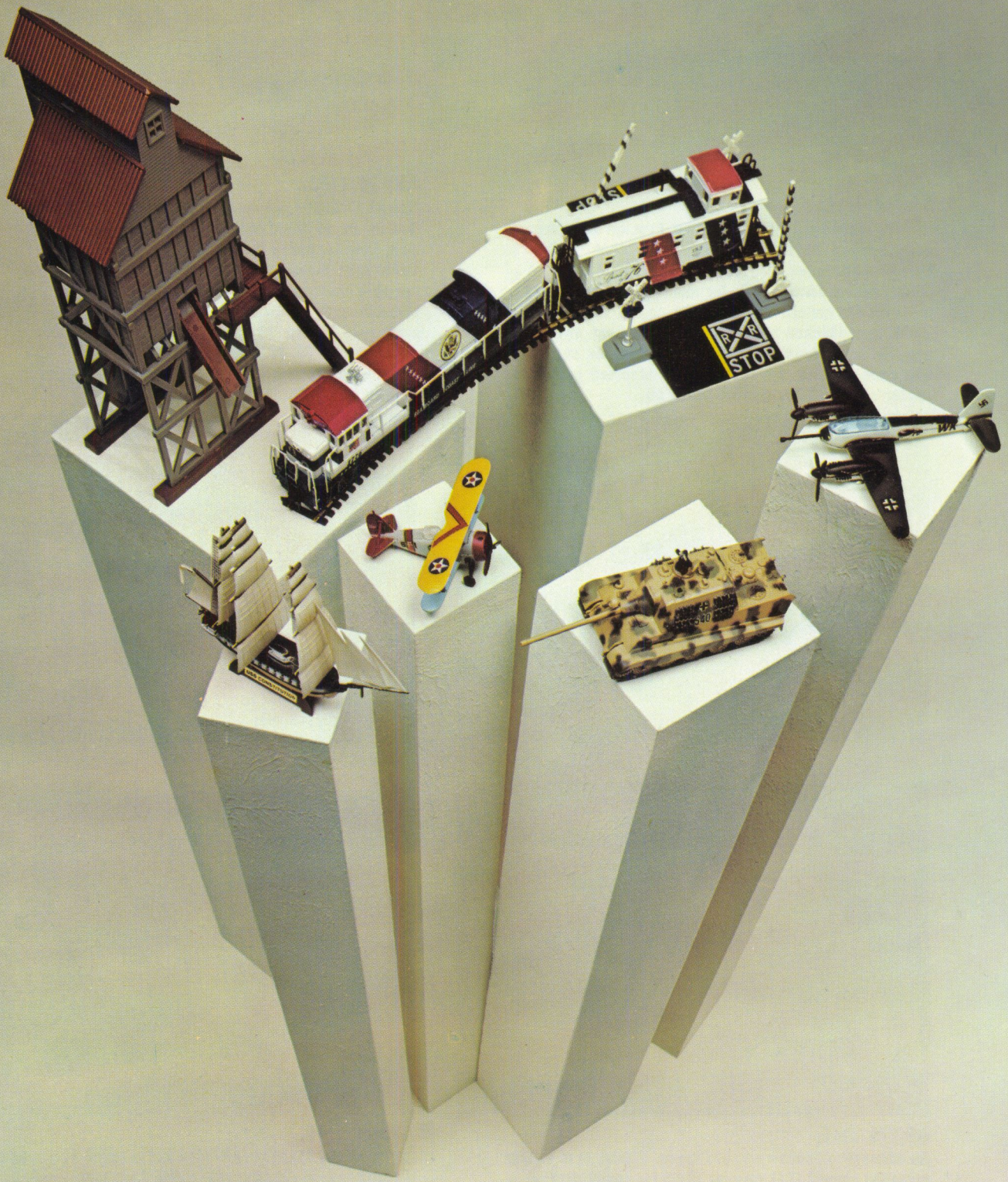
Bachmann Hobby Center



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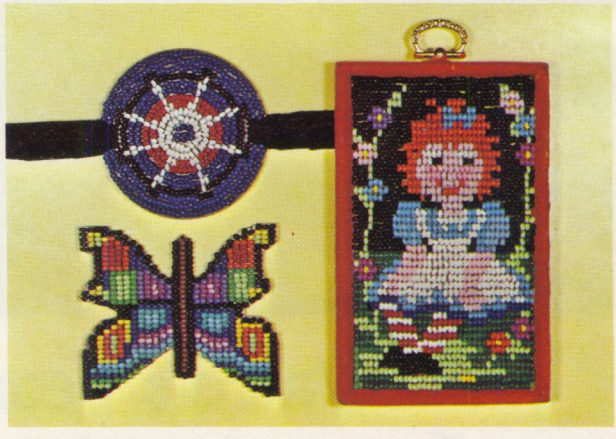
New "Fantasy Fur Charmers" Craft book provides a whole menagerie of fluffy animal designs. All projects include a list of materials needed, easy-to-follow instructions, pattern, and photo of the completed work. Projects in the 24-page book are: Eager Beaver, Buttercup Skunk, Puppy Put-Ons, Cuddle Pup, Nosey Elephant, Boy and Girl Wall Plaques, Penny Panda, Rascal Dog, Cat Nap, and Bunny Brigade. $1.25 retail. Booths 184-186.

HAROLD MANGELSEN & SONS

"Fantasy Fur®" special acrylic-pile fabric can be easily shaped, glued, and sewn. To make projects, glue fur on felt or foam, shape into flowers, and comb as you would a child's hair. Spray completed flowers with clear acrylic. Result: a bouquet for all-season display. Fantasy Fur comes in four kit styles: Fantasy Fur Flowers, Flaming Shish-ka-Bob, Iris, and Mod Pod. Each flower comes in four color combinations. Kits contain Fantasy Fur, floral tape, wire, flower leaves, clear acrylic spray, and instructions. Each kit retails for $5.95. Booths 184-186.

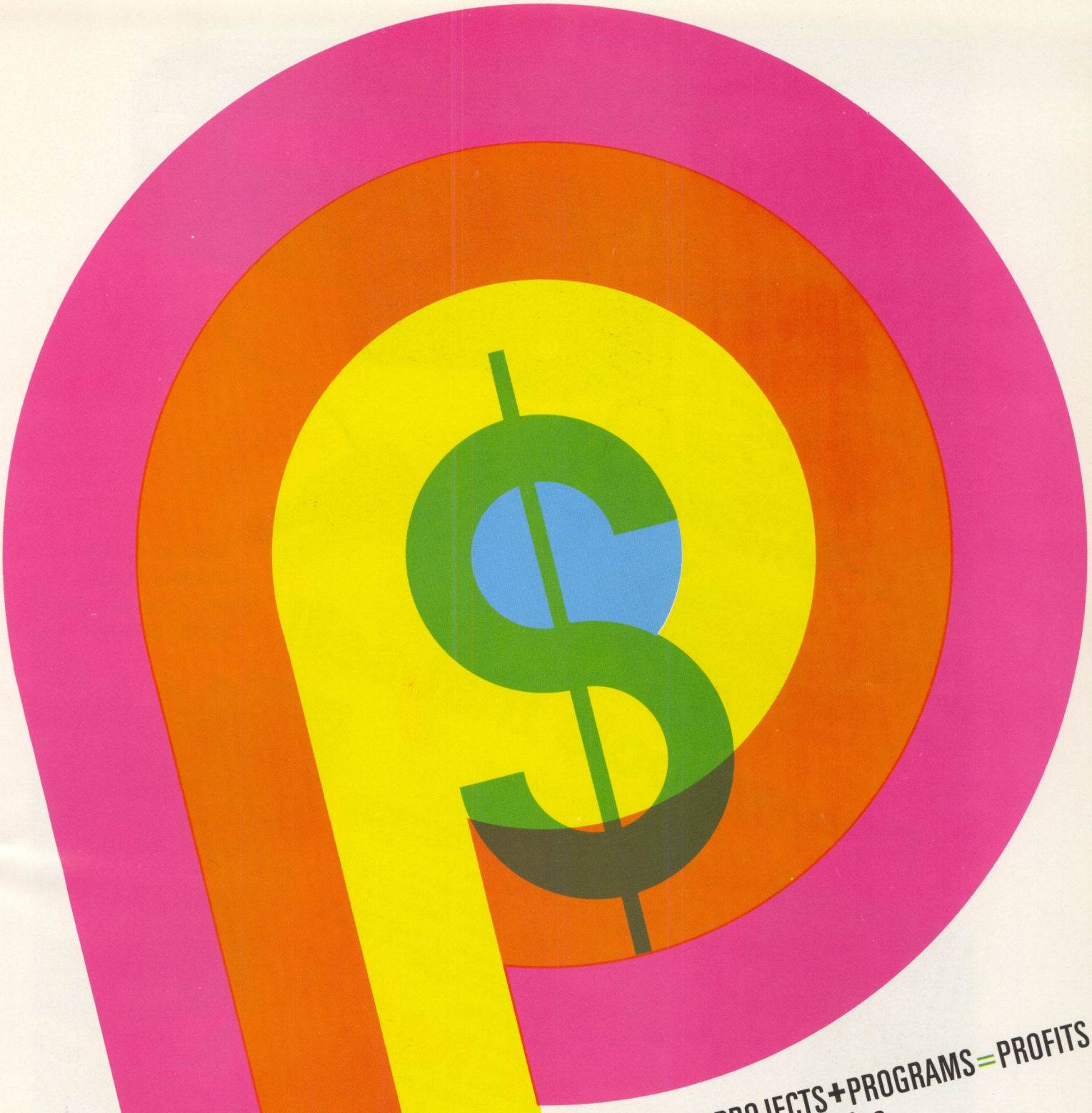
WALCO TOY

Among kits to be featured at the Show is the "Prehistoric Workshop Kit" with all materials needed for making three different dinosaurs and three Prehistoric Man sculpture plaques. Second kit, the "Pottery Casting Craft," is designed to introduce casting to teenagers. Kit contains all materials needed to make vases, jugs, candle holders, etc. No kiln-firing needed. Heat in home oven for waterproof ceramic finish. Parlors T & U.



WALBEAD

New "Bead-Point" beadcrafting method makes Indian medallions, bracelets, rings, headbands, belts, and bead strips. No needle or thread is used with special easy-to-use tool. New catalog is also available. Bead-Point method and complete line of beadcraft and hobby kits will be on view at the Walbead exhibit, Parlors T and U.



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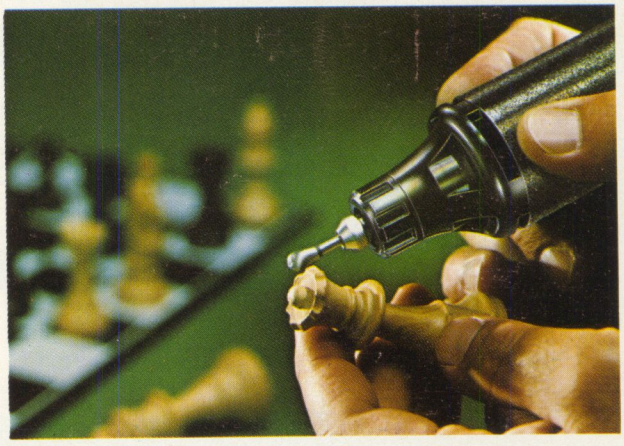
Dremel Moto-Shop (models 571 and 572) is a complete power workshop with a 15" combination scroll saw/sander with a power takeoff for flexible shaft accessories. Saw, sand, drill, polish, rout, buff, carve, or engrave. Handles almost any hobby or craft project. Table tilts up to 45° right or left for bevel cuts. Blade turns to either side for cutting long pieces. Table height is adjustable to maximize blade life. Booths 363, 364.

DREMEL MANUFACTURING

With Dremel's Variable Speed Moto-Tool, just dial the speed to fit the job — from 5,000 through 25,000 RPM. Kit with more than 30 accessories lets you drill, carve, sand, engrave, buff, grind, deburr, rout, polish, shape, sharpen, and more. Dial slow speeds for soft plastics, sea shells, eggery, intricate wood carving, and fragile wood parts. Dial fast speeds for routing jobs, shaping edges, rabbeting, engraving, and cutting. Booths 363, 364.



THE TESTOR CORP.

Testor's "BD-5 engine-powered U-control model airplane" is a 1/10th scale version of what has been called "today's most revolutionary design in private aviation." Model has a 26-in. wingspan, damage-resistant breakaway assembly, authentic cockpit details, and is powered by the Testor .049 engine with Roto Matic starter. The BD-5 comes packed in a sturdy full-view display box. Catalog No. 4800. Parlor B, Booth 1.

THE TESTOR CORP.

"Testor Nylon Shed-Proof Brushes" in sturdy plastic handles come in pointed, narrow flat, and ¼" flat. Created for exacting hobby detail work, brush line comes in a transparent cylindrical display divided for easy selection. Unit takes up only 7½ square inches of counter space. Catalog No. 8700. Parlor B, Booth 1.

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Easy to make colorful change-abouts. Matching necklaces and bracelets made with bright, bold hardwood beads — polished to a high sheen; or from sequins in high-fashion colors; or the new firefly paillette and wood bead sensation.

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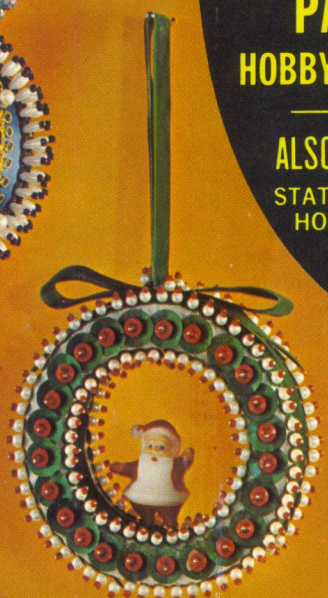
200 FIFTH AVENUE, SHOWROOM 553

WALBEAD Christmas Ornament Kits

New!

Elegant



Magnificently designed

Magnificent ornaments are superbly decorated with spangles, sparkle pins and holiday motifs.

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WALBEAD SEQUIN AND BEAD SPARKLING FRUIT KIT

Make assorted decorative fruit with sparkling double tier sequins and beads. No pasting or sewing — just pin it.

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PRODUCTS

BACHMANN BROS.
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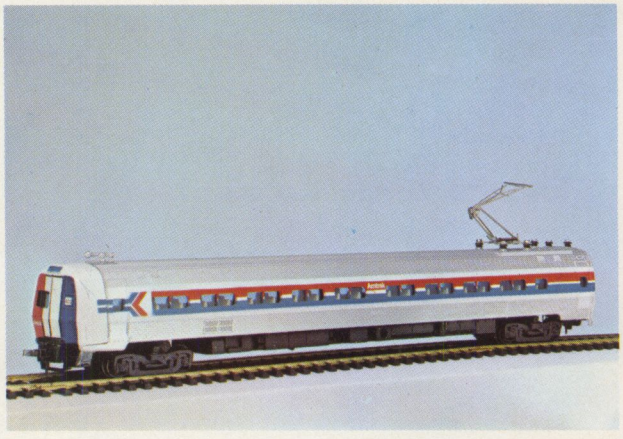
BACHMANN BROS.
Second Show exclusive is the Amtrak Metroliner in the latest Amtrak colors. Metroliner features an operating headlight, moveable detailed pantograph, and authentic markings. Parlors K, L & M.



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Artemia
3 BIG KITS IN ONE!
WITH REAL LIVE SEA-MONKEYS THAT ACTUALLY HATCH & GROW RIGHT BEFORE YOUR EYES!

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"The Wonderful World of Amazing Live Sea-Monkeys®" kit 800 is three-kits-in-one in a gift box. Kit one has Instant-Life Sea-Monkeys in crystals ready to spring to life in water; Water Purifier, and Living Plasma. Kit two has 2 Sea-Monkey foods: Super-Food for fast growth, Red Magic vitamins; and a handbook on how to raise "Sea-Monkeys." Kit three has a "Micro-Vue Ocean Zoo Seaquarium" with six magnifying lenses, plus accessories. $4.98 retail. Booth 114.

TRANSCIENCE CORP.
"Sea-Monkey" Bonus Kit 400 features the regular 59¢ kit 100 (one packet of Instant-Life Sea-Monkeys in crystal form, ready to spring to life in water, and Water Purifier to provide a healthy environment) plus a 50¢ Sea-Monkey Growth Food pack. $1.09 value, now 98¢ retail. Booth 114.

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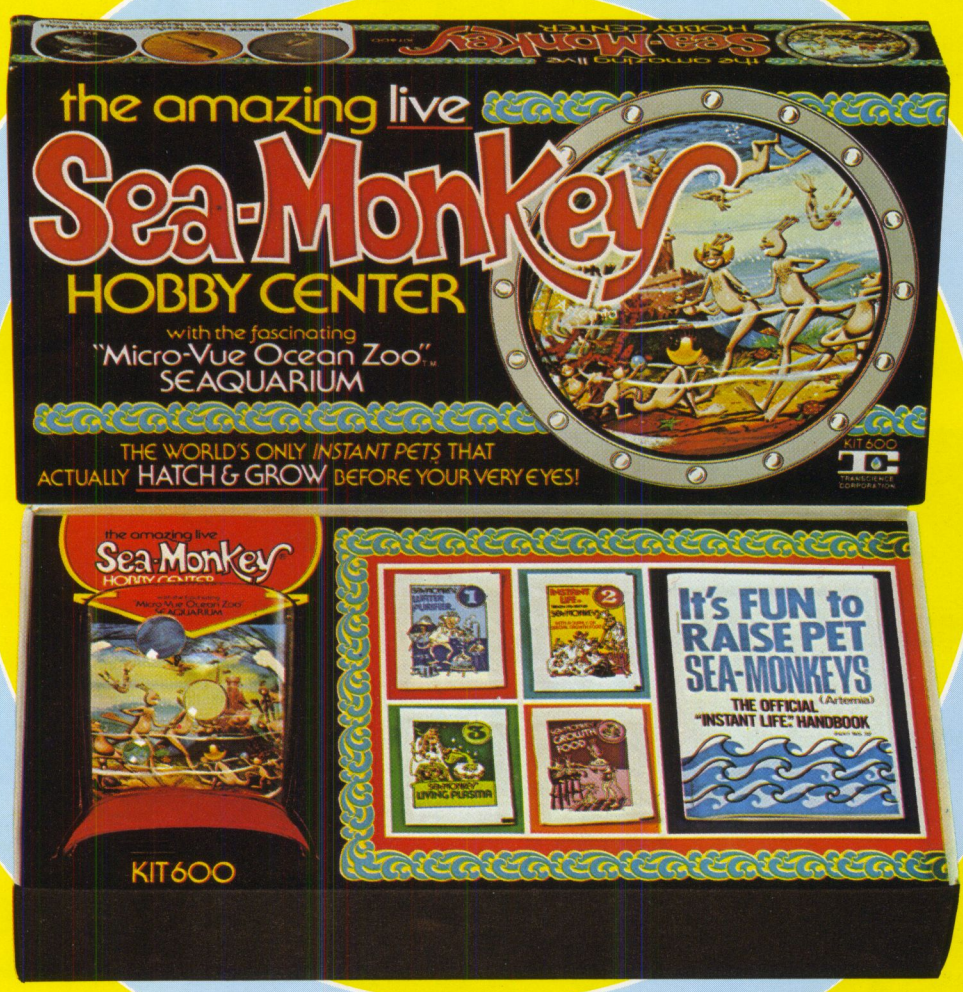
The Amazing Live Sea-Monkey® HOBBY CENTER



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Suggested List Price:
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Packaging:
2 Piece Gift Box (16"x8"x3")

Minimum Pack:
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Weight:
12 Pounds per Master Carton

F.O.B.:
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MIRACLE KIT 600

SEA-MONKEYS ®—The world's FIRST and ONLY Instant Pets ® have captured the hearts of pet lovers EVERYWHERE! At the writing of this brochure, more than EIGHT MILLION Sea-Monkey kits of all models have been distributed, yet the demand CONTINUES TO SOAR! For the first time, here are real LIVE adorable PETS over ½" long when grown, that COME TO LIFE in what appears to be—the twinkling of an eye! Only through our fantastic PATENTED process (U.S. #3,673,986) is it possible to actually create Instant-Life ®!

THE "PICTURE" WORTH A "THOUSAND WORDS"

Just look at the color photo of kit 600 on this page! When we tell you that it is designed to RETAIL for ONLY $2.98, you can take a SECOND LOOK, for we know you'll agree that this picture speaks BETTER than mere WORDS! The Amazing Live Sea-Monkey ® Hobby Center is a magnificently GIFT BOXED kit whose "heart of gold" is a fabulous "Micro-Vue" Ocean Zoo SEAQUARIUM with SIX polished magnifying lenses PLUS five other GREAT ITEMS which includes SEVERAL HUNDRED LIVE SEA-MONKEY ® EGGS—GUARANTEED to HATCH and GROW! Sold separately, the retail value of the items in Kit 600 is $5.00, yet the suggested list price is only $2.98!

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Kit 600 is presented in a beautifully printed 4-color GIFT BOX, and comes off our modern assembly line shrink-wrapped to protect it's expensive looking "appearance." We can think of no other type of Science/hobby kit costing even twice as much, that is so VALUE-PACKED on the inside, and looks so GREAT on the outside! That's why we call this new SEA-MONKEY ® HOBBY CENTER a "Cash Box!" Stock up on some, and when YOUR OWN "Cash Box" starts to RING—it WON'T STOP until the last kit is SOLD!

CONTENTS OF BOX: 1. "Micro-Vue" Ocean Zoo **SEAQUARIUM;** •2. "Instant-Life" ® (ready-to-hatch); •3. Sea-Monkey ® **WATER PURIFIER;** •4. Sea-Monkey ® **LIVING PLASMA;** •5. Sea-Monkey **GROWTH FOOD** (a one year supply); •6. New Edition of "It's Fun To Raise Pet Sea-Monkeys ®" The Official Sea-Monkey Handbook; •7. Hatching and Growth **GUARANTEE** plus Life Insurance "Policy"!

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DEVELOPING YOUR SHARE OF A BILLION DOLLAR INDUSTRY

For anyone involved in today's billion dollar craft market, HOW TO SUCCEED IN CRAFTS will be an invaluable reference source... informative, interesting, thorough. An in-depth review of what you need to know to be successful in today's crafts business.

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- Fixturing & Display
- Customer Traffic, Product Placement
- Create A Total Crafts Environment

MERCHANDISING TECHNIQUES

Selling products is more than putting goods on shelves. Successful merchandising techniques attract customer attention and interest and create sales. Here's how.

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- Merchandise Planning
- Purchase Planning
- Inventory Control
- Budgeting
- Operating Ratios
- Watching Your Costs
- Mark-ups, Discounts
- Taking Advantage of Buying Opportunities
- Seasonal Buying & Selling

ADVERTISING & PROMOTION

- Why advertising & promotion are important for attracting customers and making sales.
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- Selecting the right media
- Budgeting
- When to advertise, where, and what techniques to use
- In-store promotions: planning and putting them to work

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To sell, crafts must be seen and shown. How and why demonstrations are important.

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1974 HIAA Trade Show Exhibitors

AS a service to exhibitors and buyers attending the 1974 HIAA Trade Show, Craft, Model & Hobby Industry presents an **advance listing** of exhibitors at the Show. Companies are listed alphabetically. Information includes company name, address, telephone number, show location (Booth number, Parlor letter, or Division Area Display), a brief description of products to be shown, and the names of personnel who will man the booths.

Companies that did not respond to CM&HI's request for information are listed in regular type, by name and booth location only. First-time exhibitors are indicated by asterisk (*).

Please note: Information is current as of press time. See the February issue of Craft, Model & Hobby for changes, additions, or deletions.

Also please note these additional planning aids to be found in this issue:

- Map and exhibitor key **pages 50-52**
- Information on new products, see Products Showcase (starts **page 88)**
- See also products featured in the special four-color section **pages 53-68**
- For jotting down notes or making plans, see CM&HI's handy Planners Page, **page 39.**

***AARON SUPPLY CO.,** 435 Benefit St., Pawtucket, R.I. 02861. Phone: 401-724-9790
Division Area: Craft Products.
Personnel: Andre Paponeau

ACTIVA PRODUCTS, 7 Front St., San Francisco, Calif 94111. Phone: 415-421-9630
Booths 109-112: Celluclay, art and craft kits, flower art supplies, Action Transfers.
Personnel: John B. Stuppin, Jane K. Stuppin, Thomas K. Fawcett

***ADAMSCO, INC.,** P.O. Box 1086, Tulsa, Okla. 74101. Phone: 918-587-7591
Booth 515: Brass easels; Adco-wood easels; unfinished letters, numbers, boxes, mini-carvings, and frames.
Personnel: George Adams, Jerie Adams

ADDAR PRODUCTS CORP., 649 Morgan Ave., Brooklyn, N.Y. 11222. Phone: 212-782-6100
Booth 165-166: "Planet of the Apes" hobby kits and other plastic hobby kits.
Personnel: Frank Carver, Dan Greene

***ADVANCE PROCESS SUPPLY CO.,** 400 No. Noble St., Chicago, Ill. 60622. Phone: 312-829-1400
Booth 326: Screen printing sets.
Personnel: Michael Green

AEROSPACE VEHICLES, INC., P.O. Box 77, Mineral Point, Wis. 53565. Phone: 608-987-2739
Booths 377, 378: Model rocketry supplies, kits, motors, and accessories. Space art in the form of prints and slides. The GALACTIC CHRONICLE, "a journal for futurists."
Personnel: Myron Bergenske, Doug Myers

***ALTIERI, LTD.,** 5851 S.W. 23rd St., Hollywood, Fla. 33023. Phone: 305-962-8207
Division Area: Craft Products.
Personnel: Dorothy Todd

AMBROID CO., 612 Montello St., Brockton, Mass. 02403. Phone: 617-583-6165
Booth 70: Adhesives and railroad kits (HO and O scale).
Personnel: Lee L. Blyler, Evelyn G. Blyler, L. V. Sterling

AMERICAN EDELSTAAL, INC., One Atwood Ave., Tenafly, N.J. 07670. Phone: 201-871-3800
Booth 194: Unimat and Maximat multi-purpose hobby machines.
Personnel: Ralph Heineman

AMT CORP., 1225 E. Maple Rd., Troy, Mich. 48084. Phone: 313-588-3700
Parlor A: Plastic model cars, trucks, trailers, fire-fighting equipment, and other types of plastic hobby kits.

ANGELO BROTHERS CO., 10981 Decatur Rd., Philadelphia, Pa. 19154. Phone: 215-632-9600
Booth 325: Craft lamp kits, components, supplies.
Personnel: Sam Rosenberg

ANTIQUE REPRODUCTIONS, 329 West Main St., Louisville, Ohio 44641. Phone: 216-875-3100
Booth 366: TransArt Transfer Art Craft kits; Cameo Frames, Domes, and Easels; BarnArt decorative traditional wood wall hanging kits; Craze antiquing fluid; TransArt transfer medium.
Personnel: Paul Monea, Dick Ronding

ARISTO-CRAFT DISTINCTIVE MINIATURES, 314 Fifth Ave., New York, N.Y. 10001. Phone: 212-279-9034
Booth 71, 72: Radio-control units, plane and boat kits; helicopter kits; science & educational products; motors, batteries, and accessories; collector's items.
Personnel: Irwin Polk, Gil Rose

ARROW HANDICRAFT CORP., 1464 West 37th St., Chicago, Ill. 60609. Phone: 312-847-5300
Booths 57-59: Wide variety of craft kits, including new Christmas and Easter decorations.
Personnel: Jack C. Heiman

ARTIS, INC., 9123 East Las Tunas, Temple City, Calif. 91780. Phone: 213-287-6147
Booths 554-558: Junk crafts, Shrink Art, new craft books, HiDye, Sneak Batik, Swistraw, Recipe for Painting.
Personnel: Artis/Aleene, E. Gail Eckstein

THE ARTIST SHACK, INC., Rt. 31, Pennington, N.J. 08534. Phone: 609-737-2770 / 466-2616
Booth 315: 3-D Photique; Photique Dome and Brooch Kit; Photique process for transferring any photo (color or black-and-white, including Polaroid) onto any surface, June Meier to exhibit Photique at Show.
Personnel: Guy C. Staffa, Robert G. Young

ARTISTRY IN WOOD, P.O. Box 131, Columbia, Ill. 62236. Phone: 618-939-8808
Booth 612: Quilling kits and supplies, patterns, how-to book; wood plaques; prints; hardware.
Personnel: Joan Florida, Pat McAllister

ASSOCIATED HOBBY MANUFACTURERS, 621 E. Cayuga St., Philadelphia, Pa. 19120. Phone: 215-744-9820
Parlor S: Model railroads, plastic model kits, minitanks, minimen, academy line.
Personnel: Pete Van Dore, Ed Ski, Ray Harris, Jeff Davies

ATLAS TOOL CO., INC., 378 Florence Ave., Hillside, N.J. 07205. Phone: 201-687-0880.
Booths 90, 91: N, HO, and O scale trains and accessories; instruction books and plans for model railroad layouts.
Personnel: Elliott Braun, Steve Schaffan

1974 EXHIBITORS LISTING

AURORA PRODUCTS CORP., 44 Cherry Valley Rd., West Hempstead, N.Y. 11552. Phone: 516-483-8600
Parlors C & D: Hobby kits, Model Motoring sets and accessories.
Personnel: Gordon MacDowell

***AVA INTERNATIONAL, INC.,** 6500 Depot Dr., P.O. Box 7611, Waco, Tex. 76710. Phone: 817-772-4530
Booth 567: Meccano construction sets, Meccano parts, Dinky die-cast metal kits, Dinky Toys.
Personnel: Ross Vick, Dick Leedy, Lucy Leedy

AVALON HILL CO., 4517 Harford Rd., Baltimore, Md. 21214. Phone: 301-254-5300
Booth 183: Adult games, historical, military, and strategy games.
Personnel: Tom Shaw, Don Greenwood

AVALON INDUSTRIES, 95 Lorimer St., Brooklyn, N.Y. 11206. Phone: 212-384-6500
Parlor X: Decoupage; sculpture painting kit; floral dome kit; bread making, wine making, cheese making, and jelly making kits; herb garden kit; candle making kits; bottlecutting kits; glass staining kits; baking crystal ornaments with frames; candy making kits; Christmas ornament kits; bicentennial crafts.
Personnel: M. Berman, E. Hertzberg, R. Tisman, H. Hauptman, L. Reiss

BACHMANN BROS., 1400 E. Erie Ave., Philadelphia, Pa. 19124. Phone: 215-533-1600
Parlors K,L,M: Complete line of kits; trains (N & HO); accessories (N, HO, O, S); roadracing; Mini-Planes, Ships, and Army items; Bachmann/Fujimi plastic model kits.
Personnel: Al D. Rubin, Jack Leinhauser

BADGER AIR BRUSH CO., 9201 Gage Ave., Franklin, Park, Ill. 60131. Phone: 312-678-3104
Booths 67, 68: Air brushes and accessories.
Personnel: John Fennell, Walter Schlotfeldt

BEACHCO LTD., P.O. Box 190, Fort Myers, Fla. 33902 Phone: 813-995-2171
Booths 397, 398: Craft books (quilling and button craft), misc. craft and hobby supplies.
Personnel: Joel Plattner, William Herbst

THE BEADERY, DIV. OF GREENE PLASTICS CORP., Canonchet Rd., Hope Valley, R.I. 02832. Phone: 401-539-2366
Booths 330, 331: U.S. made beads, jewels, gem stones, jewelry kits, ornament kits, flower kits, and metal findings.
Personnel: R. D. Deutsh, Sue Johnson

BECKY ORIGINALS, 3030 West Pafford St., Fort Worth, Tex. 76110. Phone: 817-926-7166
Booth 393: Double-Decker Decoupage with Formare.
Personnel: Milton Green

BEEHIVE CRAFTS, P.O. Box 244, Winnetka, Ill. 60093. Phone: 312-446-1895
Division Area: 3-D decoupage and ecology kits.
Personnel: Connie Barkwill, Lovie Owens

***BEHR PROCESS CORP.,** 1603 W. Alton, Santa Ana, Calif. 92702. Phone: 714-545-7101
Booth 627: "Build 50" one-coat decoupage; Behr Cubs spray stains.
Personnel: Kevin Jaffe, Ralph Howell

BEMISS-JASON CORP., 3250 Ash St., Palo Alto, Calif. 94306. Phone: 415-493-0740.
Booth 83: Spectra Art tissue, flower kits, art and craft papers.
Personnel: Richard Akins, Robert Allen

EMILE BERNAT & SONS CO., booths 175-179.

BERSTED'S HOBBY CRAFT, INC., P.O. Box 40, Monmouth, Ill. 61462. Phone: 309-734-7011
Booths 76, 77: Plaster casting kits, candle kits, papier mâché kits, chair canning, decorative straw, reed basketry, rubber.
Personnel: Roger Bersted, George Bersted

BETA CRAFTS, INC., P.O. Box 369, Rt. 130, Cranbury, N.J. 08512. Phone: 609-395-1940
Booth 505: Patented 2-piece plastic molds for making candles, plaster, concrete, and ice-sculptured figures.
Personnel: Arthur Hasselbach, Stephen D. Hasselbach

BINNEY & SMITH, INC., booth 327

***BLAIR ART PRODUCTS, INC.,** 3540 Summer Ave., Memphis, Tenn. 38122. Phone: 901-458-8582
Booth 604: Complete line of aerosol sprays for art, craft, and hobby fields.
Personnel: H. D. Blair, Marjorie Hines, Jay Scott, Helen Altieri

*BORDEN CHEMICAL CO., booth 510

BOYD MODELS, 11065 Condor Ave., Fountain Valley, Calif. 92708
Booth 195: Ship models, train accessories, cannon kits, military miniatures.
Personnel: William Cooley

BREYER ANIMAL CREATIONS, Div. Breyer Molding Co., booths 130, 131.

***BROTHERS TWO AND ASSOCIATES,** Rib Lake, Wis. 54470. Phone: 715-427-3334
Booth 613: Unfinished boxes: collectors boxes, storyteller boxes, spice cabinets, memorabilia boxes, papier tole boxes, four-sided glass showcase box.
Personnel: Gordon and Charlott Norberg, Arthur and Vivian Cooke

***KEN BROWN STUDIO OF CALLIGRAPHIC ART,** 1209 Portales Lane, Irving, Texas 75061. Phone: 214-253-3331
Booth 528: Stitchery kits; 5x6 and 8x10 "Calligra-PRINTS" parchment prints; 5x6 and 8x10 "PENprints" ink illustrations.
Personnel: Ken Brown, Gail Brown, Vickie Pettengill

***THE BUG HOUSE,** 1101 S. Grand Suite E, Santa Ana, Calif. 92705. Phone: 714-835-0187
Booth 566: Bugs of all sorts, bone china miniatures.
Personnel: Don Berg

CALIFORNIA TITAN PRODUCTS, INC., 320 E. Alton St., Santa Ana, Calif. 91707. Phone: 714-546-4155
Booths 60-62: Craft kits, including Preserve Forever™ liquid plastic and one-step decoupage finish.
Personnel: Stephen J. Schilt, Donna Weir, Jules Levy

CAPRI INTERNATIONAL, INC., 2522 State Rd., Cornwells Heights, Pa. 19020. Phone: 215-638-8800
Booth 541: Candle-making kits, decoupage, ecology kits, glass-staining, bottle-cutting, ceramics, jewelry-making.
Personnel: Bernard Carlis

CAMPBELL SCALE MODELS, P.O. Box 121, Tustin, Calif. 92680. Phone: 1-714-546-3380
Division Area: HO structural kits, trackside buildings, bridges, tunnels, Wetson figures, and other model railroad accessories.
Personnel: Leo A. Campbell

CAROLS CRAFTS, INC., booth 564

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1½ doz. 8 oz. bottles SOBO glue
2 doz. 4 oz. bottles VELVERETTE glue
1½ doz. 4 oz. bottles of QUIK glue

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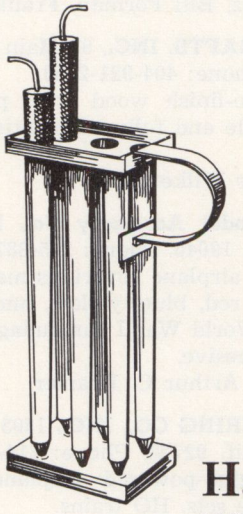

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CARNIVAL ARTS & CRAFTS, DIV. STAR CHEMICAL CO., 360 Shore Dr., Hinsdale, Ill. 60521. Phone: 312-654-8650
Booths 301-304: Carnival Arts & Crafts spray aerosol finishes, bottled brush-on finishes, rub-on metallic gilt, decoupage prints and supplies, foil.
Personnel: L. P. "J.R." Dryden, C. W. "Mick" Woeltje, Rich Stech, Sheila Blevins

CAROUSEL CRAFTS MANUFACTURING CO., 6401 Westline Dr., P.O. Box 45249, Houston, Tex. 77042. Phone: 713-772-7711
Booths 155, 156: Duplique Gingham Daze, "This Ole House," Poly Domes, Transfer-It, complete kits, instruction books, prints.
Personnel: Shannon Mead, Leah Jane Corrigan, Jean Dittlinger Thacker

CARSTENS PUBLICATIONS, INC., P.O. Box 700, Newton, N.J. 07860. Phone: 201-383-3355
Booth 85: Consumer magazines—Railroad Model Craftsman, Creative Crafts, Flying Models, Creative Crafts Christmas Annual, Carstens Hobby Books.
Personnel: Harold H. Carstens, Phyllis M. Carstens, Tony Koester, Wayne Daniels, Sybil Harp, Ray Bryan, Arlene Bryan, and Sabrina

CARY LOCOMOTIVE WORKS, 308 Three Oaks Rd., Cary, Ill. 60013. Phone: 312-639-4422
Division Area: Model railroads, metal conversion diesel bodies and steam boilers, lost wax brass detail parts, "Magic Masker."
Personnel: Donald Stromberg

CASTY CRAFT™, P.O. Box 5353, Walnut Creek, Calif. 94596. Phone: 415-825-5822
Booth 502: INSTAMOLD™ quick moldmaking material; PERMASTONE™ hard casting compound; DUPLICATE*IT™ kits; MOLDHOLD'Rs™ pre-marked containers; books; special design projects; made-ups.
Personnel: Norman Daneiko

CENTURI ENGINEERING, INC., 3053 West Fairmount Ave., Phoenix, Ariz. 85017. Phone: 602-263-5810
Booths 144, 145: Flying model rocket kits, rocket engines, launchers, complete rocketry outfits.
Personnel: Leroy Piester

CERAMICHROME, INC., 7155 Fenwick Lane, Westminster, Calif. 92683. Phone: 714-897-1024
Booths 414, 415: BisqueKits ceramic paint-by-number kits with Master Stroke non-fired colors.
Personnel: T. E. Greenstreet, Lou Miraula, John Clark

CHALLENGE PUBLICATIONS, 7950 Deering Ave., Canoga Park, Calif. 91304. Phone: 213-887-0550
Booth 196: Hobby and craft consumer magazines.
Personnel: Robert E. Lee, Jr.

CHEIN INDUSTRIES/LEARNING AIDS GROUP, P.O. Box 428, Burlington, N.J. 08016. Phone: 609-386-2800
Booths 45, 46: Hobby and craft items, science kits and accessories, airplane accessories.
Personnel: Lyle Johnson, I. H. Sachs, Irving Lubow, Richard Hansel, Larry Cohen, John Donoghue, Michael Sherman, Wally Parsons

CIRCUS CRAFTS CRAFT CREATIONS, INC., P.O. Box 696, La Mesa, Calif. 92041. Phone: 714-465-4699
Booth 565: Circus wagon model kits and accessories; wood products for decoupage (plaques, frames, boxes, etc.)
Personnel: Frank Crumrine

***COLONIAL CRAFTSMEN INC.,** P.O. Box 644, Wayne, N.J. 07470. Phone: 201-696-7700
Booth 538: Wood Inne Sign kits; Shadow-Mat frames; bird shelters & feeders; pine plaques and art prints.
Personnel: Bob Kunz, Wayne Glass, Henry Witz

COLONIAL WOOLEN MILLS, INC., 6501 Barberton Ave., Cleveland, Ohio 44102. Phone: 216-281-3200
Booth 388: Yarns and kits for arts & crafts.
Personnel: L. H. Wolfberg

COLUMBIA-MINERVA CORP., 295 Fifth Ave., New York, N.Y. 10016. Phone: 212-685-2907
Booth 328: Needlecrafts — crewel, needlepoint, cross stitch embroidery kits, instruction booklets and leaflets, knitting yarns, yarn kits.
Personnel: Robert Mohr, Earl Dillman, Robert Ryan, Robert Brooks

COMET INDUSTRIES CORP., 3623 S. Laflin Pl., Chicago, Ill. 60609. Phone: 312-927-1900
Booths 43, 44: Balsa model airplane kits; Redi Flites ready-to-fly planes; stainglass-look Christmas ornament kits.
Personnel: Morris B. Shamberg, Nate Cohen, Albert M. Coven

THE CONKLIN-FENSTERMAKER CO., 5112 No. Calmview Ave., Baldwin Park, Calif. 91706. Phone: 213-338-0911
Booth 343: Old World Art, gold leaf supplies, Flip-Op artist and craft paints, Snap-E-Frame (a quick way to make frames without tools).
Personnel: Dale Conklin

CONNOISSEUR STUDIO, INC., Box 7187, Louisville, Ky. 40207. Phone: 502-245-0241
Booths 124-129: Complete line of craft kits and open-stock materials.
Personnel: Al Eastman

CONTINENTAL CRAFTS OF AMERICA, INC., booth 416

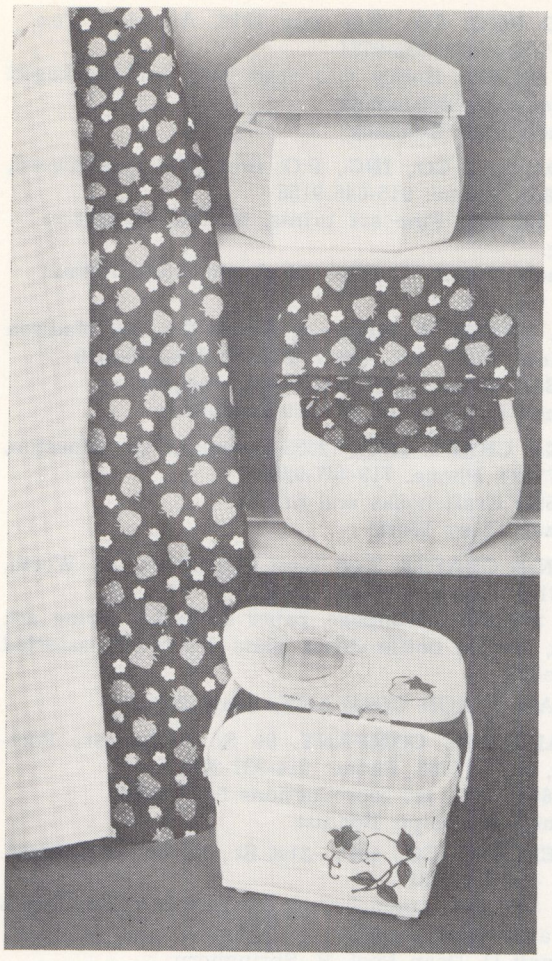
***CONTINENTAL STUDIOS CORP.,** 2003 N. Clybourn, Chicago, Ill. 60614. Phone: 312-929-2820
Booths 412, 413: Plaster figurines.
Personnel: Giorgio Bonaccorsi, Grace Bartolomei

***COOPER KENWORTHY, INC.,** 564 Eddy St., Providence, R.I. 02903. Phone: 401-351-6300
Booth 603: Needlepoint kits, knitting kits, yarns, portable looms, sculptured needlepoint.
Personnel: Ed Curewitz, Chris Colebank, Mory Porter, Bub Dugan, Jerry Horwitz, Bill Forman, Frank Kost

CORNER CUPBOARD CRAFTS, INC., 93 Main St., Box 368, Lilburn, Ga. 30247. Phone: 404-921-2153
Booths 167, 168: Ready-to-finish wood craft products; supplies for decoupage, tole and folk art paintings, etc.; various craft supplies.
Personnel: Ella and James Wilkerson

COVERITE CO., Div. Model Accessory Co., Inc., 119 York Rd., Jenkintown, Pa. 19046. Phone: 215-887-8440
Booth 65: Coverite model airplane coverings made from Dupont Dacron in white, red, blue, yellow, and orange in 3,5,6, and 25-ft. paks; World War I camouflage covering; QuikStik iron-on adhesive.
Personnel: Milton Miller, Arthur C. Kramer

L. M. COX MANUFACTURING CO., INC., 1505 E. Warner Ave., Santa Ana, Calif. 92702. Phone: 714-546-2551
Booths 9-11, 15-17: Engine-powered airplanes, cars, SuperScale home roadrace sets, HO trains.
Personnel: Pat Flaherty, Dick Mayer, Don Melcher, Bill Selzer



CHICAGO HOBBY SHOW 1974

Booths 172 & 173

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1974 EXHIBITORS LISTING

CRAFT COURSE PUBLISHERS, INC., 4049 Temple City Blvd., Rosemead, Calif. 91770. Phone: 1-213-579-3630
Booth (see Hazel Pearson exhibit booths 2-7): "How to" craft instruction books; PicKit 3-dimensional picture kit.
Personnel: Jack Williams, Richard Merten, Gayle Merten

CRAFT HOUSE CORP., 2101 Auburn Ave., Toledo, Ohio 43696. Phone: 419-244-5534
Booths 115-118: Oil paint-by-number sets, craft and hobby kits; decorative trims and accessories.
Personnel: G. Toteff, A. Anton

***CRAFTICS, INC.,** 2701 N. Pulaski Rd., Chicago, Ill. 60639. Phone: 312-235-3307
Booth 542: Full line of tools, accessories, and raw materials for working with acrylic plastics.
Personnel: Harry Greenwald, Red Longwell, Bob Gafvert, Roger Rudnick

CRAFT, MODEL & HOBBY INDUSTRY MAGAZINE, 229 West 28th St., New York, N.Y. 10001. Phone: 212-244-1717
Booth 75: Trade publication; business guide to crafts—"How to Succeed in Crafts."
Personnel: Maurice Gherman, Geoffrey Wheeler

THE CRAFTINT MFG. CO., 18501 Euclid Ave., Cleveland, Ohio 44112. Phone: 216-486-4400
Booths 380, 381: Craft art transfer mediums, Deco-Write embroider with paint.
Personnel: L. J. Kline

***CRAFT WORLD, INC.,** Rt. 27 & Hahn Rd., Westminster, Md. 21157. Phone: 301-876-1700
Booth 608: Full line of craft products, miniatures, eggery supplies, kits, and novelties.
Personnel: Bud Rothschild, Emilie Kessler, Steve Levin, Eileen Schrever, Pete Rutley

CRAFTYME, Div. Trend Development Corp., 123 N. Third St., Minneapolis, Minn. 55401. Phone: 612-332-0419
Booth 531: String art, needlepoint cards, 3-D paper tole, glass cutter, coquillage (shell art).
Personnel: J. W. McFarland, Dale Archibald

CREATIVE CORNER-KAP-PAK PROD., 3701 No. Ravenswood Ave., Chicago, Ill. 60613. Phone: 312-929-8440
Booths 101-103: $1 craft kits; felt, tile, luster, stain glass; Tiffany-style lamp kits.
Personnel: Paul Bianchi, Robert Ellsworth, Albert Yochin

CREATIVE ENTERPRISES, INC., 2323 Lakeside Ave., Cleveland, Ohio 44114. Phone: 216-781-3390
Booth 526: Collector prints of planes, trains, cars, boats, etc.
Personnel: A. A. Coletto, Jr., W. H. Harrison

CROWN PUBLISHERS, 419 Park Avenue South, New York, N.Y. 10016. Phone: 212-685-8550
Booth 501: Hobby and craft books, both hard and soft cover.
Personnel: Michael Friedman

CUNNINGHAM ART PRODUCTS, parlor P.

D JAY PRODUCTS, INC., P.O. Box 797, Newark, N.J. 07101. Phone: 201-243-6886
Booths 310, 332: Chenille bump (various sizes), chenille stems, loopy and curly chenille, chenille kits (starter and advanced), made-up flowers, animals, and mobiles.
Personnel: G. W. Berry, Dorothy English, L. Berry

DEEP FLEX PLASTIC MOLDS, INC., 2740 Lipscomb St., Fort Worth, Tex. 76110. Phone: 817-927-5337
Booths 91, 92: Plastic molds for plaster, wax and resin; aerosol paints and decoupage finishes.
Personnel: Ben I. Naylor, A. C. Williams

DEK-CO MFG. CO., P.O. Box 1314, Amarillo, Tex. 79105. Phone: 806-355-9781
Booths 402-405: Hobby and craft bulk and packaged wood items for decoupage.
Personnel: Paul Kennedy

DE'LEON ART CO., INC., P.O. Box 1307, Brownwood, Tex. 76801. Phone: 915-646-9158
Booths 187-190: Fine art prints, flexible decorative molding.
Personnel: Estella Charlton, Jack Charlton, Arthur Cutler

DELTA BRUSH, A Binney & Smith Co., 380 Madison Ave., New York, N.Y. 10017. Phone: 212-867-3910
Booth 341: Artist, craft, and hobby brushes.
Personnel: Pat Indence, Robert Humphrey

***DESIGN CRAFT, INC.,** 12633 Memorial Dr., Houston, Texas 77024. Phone: 713-467-9251
Booth 568: Craft books and prints.
Personnel: Cissy White

DESIGN-R CRAFTS, 3030 West Pafford St., Ft. Worth, Tex. 76110. Phone: 817-926-7163
Booths 391-393: Decoupage, paper sculpture, string art, candles, electric bottle cutter, glass decorating, assorted craft books.

WILLIAM DIXON COMPANY, booth 329

***DONALD ART COMPANY,** 90 So. Ridge St., Portchester, N.Y. 10753. Phone: 914-937-2700
Booth 601: Fine art reproductions for crafts.
Personnel: Randolph Bonnist

DREMEL MFG. CO., 4915—21st St., Racine, Wis. 53406. Phone: 414-637-8831
Booths 363, 364: Dremel Creative Power Tools: "Moto Shop" and "Moto Tool."
Personnel: D. Dean Peel, B. Springhorn

B. W. DRENNAN LTD., P.O. Box 466, Bryn Mawr, Pa. 19010. Phone: 215-642-5824
Booth 540: Wood for decoupage; needlepoint and patchwork kits; display units.
Personnel: Betty and Betsy Drennan

EAGLE MFG. IND., Box 415, Mulberry, Ind. 46058. Phone: 317-743-4776
Division Area: Wood craft kits, camp crafts, and bird feeders.
Personnel: William O. Crider, Douglas W. Crider

EDEN CRAFT CORP., 1074 Home St., Bronx, N.Y. 10459. Phone: 212-991-3010
Booth 546: "Carve in Color," plus a "new concept" in painting kits.
Personnel: Ed Palmer

EDU-CARDS CORP., booth 327

EDUCATIONAL RESOURCES DIVISION, 47 West 13 St., New York, N.Y. 10011. Phone: 212-255-7900
Booths 336, 337: Minilab™ and Super Minilabs™ educational science kits; Spaceforms® paper sculpture kits; Messy Play and Hobby Tray organizer.
Personnel: Ramona Arnett, Ann Fonfa, Matt Costigan

***ELPA MARKETING INDUSTRIES, INC.,** New Hyde Park, N.Y. 10040. Phone: 516-746-3002
Booth 622: Musikit® pre-assembled, unfinished music boxes with Swiss-made musical movement by Thorens and materials for finishing.
Personnel: Arlo M. Steinicke

***ENTEX INDUSTRIES, INC.** and Bandai Corp. of America, Inc., 1016 E. Burgrove, Carson, Calif. 90746. Phone: 213-638-7887
Booth 321, 322: Plastic model kits.
Personnel: Nick Underhill

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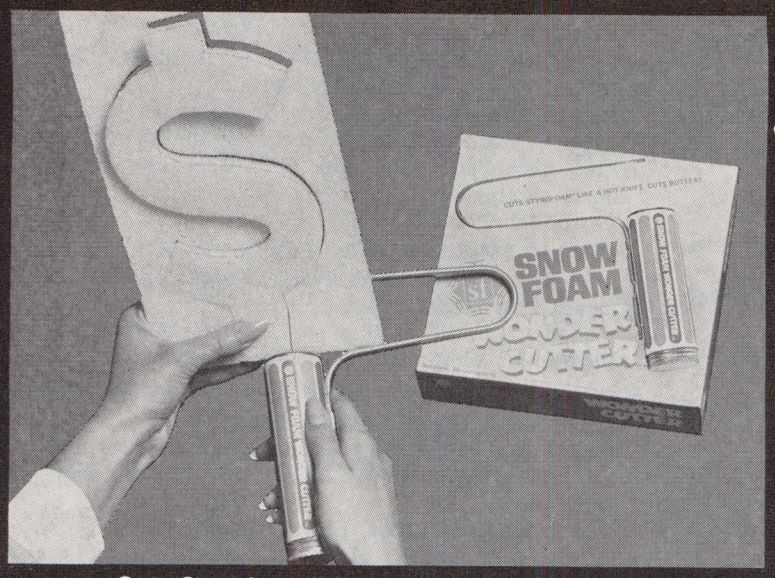

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1974 EXHIBITORS LISTING

THE ERTL COMPANY, 805—13th Ave. SE, Dyersville, Iowa 52040. Phone: 319-875-7142
Booths 367, 368: "Blueprint Replica" plastic model kits; "Blueprint Miniature" die-cast collector farm tractors.
Personnel: Paul Mertz

ESTES INDUSTRIES, P.O. Box 227, Penrose, Colo. 81240. Phone: 303-784-6345
Booths 180, 181: Model rocket kits, components, and supplies.
Personnel: Dane Boles, Frank Cobham, Carl Turse

***FAMILY CIRCLE CRAFTS, INC.,** 297 Westport Ave., Norwalk, Conn. 06851. Phone: 203-846-2096
Booth 537: Family Circle Tole (painting on metalware); Family Circle crewel embroidery.
Personnel: George K. Erickson, Patrick H. Price, Max K. Callison

FELT ORIGINALS, INC., 10214 Georgibelle, Suite 100, Houston, Tex. 77043. Phone: 713-467-4500
Booth 519: Felt and Pom Pom crafts.
Personnel: Dorothy Shearer, Nancy Davis

***FIBO CRAFT MODELS,** Box P-489, Bay Shore, N.Y. 11706. Phone: 516-665-1580
Booth 539: Molded fiberglass and wood model boat kits.
Personnel: Leon Krisiloff

***FIBRE-CRAFT MATERIALS CORP.,** 7301 N. Cicero Ave., Lincolnwood, Ill. 60646. Phone: 312-676-4260
Booth 562: Beads and sequins; candlemaking supplies; fur; felt and materials; Artfoam and supplies; floral supplies.
Personnel: Ray Dombrowski, Jerry Hagerty

FIBREC, INC., 2815—18th St., San Francisco, Calif. 94110. Phone: 415-648-0909
Booth 545: Batik products and dyes for silkscreen, tie-dye, macramé, weaving, etc.
Personnel: Joe Evilsizer, Mike Flynn

FIBRE GLASS-EVERCOAT CO., INC., 6600 Cornell Rd., Cincinnati, Ohio 45242. Phone: 513-891-7600
Booths 162, 163: Hobby craft kits and open stock for casting resin, candles, glass stain, dip film.
Personnel: Ron Gueterman, Mel Gallant

***A. J. FILIPELI CO., INC.,** 6731 Variel Ave., Canoga Park, Calif. 91303.
Booth 624: Doodle Art do-it-yourself color doodling wall decorative posters.
Personnel: A. J. Filipeli, Joan Alvis, Bob Calder

***FINGERCRAFT INDUSTRIES, INC.,** P.O. Box 1082, Northland Center Station, Southfield, Mich. 48075. Phone: 313-358-0520
Booth 411: Fingerweaving, macramé (by the numbers), stitchery, fingerpointing, needle point and supplies.
Personnel: Sol M. Collins, Dan Robbins, Andrew Collins

FISCHER OF AMERICA, INC., 151 Forest St., Monclair, N.J. 07042. Phone: 201-783-7530
Booth 365: Fischertechnik building sets, Politoys die-cast miniatures.
Personnel: Marc Kirshmeier

FITZGERALD ENTERPRISES, 1610 E. 12th St., Oakland, Calif. 94606. Phone: 415-533-3727
Booths 359, 360: Decoupage supplies and candlemaking supplies.
Personnel: Archie Reed

FLINT FBG IMPORTS, P.O. Box 838, Royal Oak, Mich. 48067. Phone: 313-542-5081
Booth 410: Peco track systems; Merten figures; Jouef trains; Viking HO & N vehicles.
Personnel: Jack & Margaret Brocklebank

FLOQUIL-POLLY S COLOR CORP., booth 335

FOX RUN CRAFTSMEN, 1959 Pioneer Rd., Huntingdon Valley, Pa. 19006. Phone: 215-672-4830
Booths 419-421: Craft floral kits, shadow boxes, new "Glass Room" & Deep Shadowboxes.
Personnel: John Clarke, Terry Burcan

FRIENDS INDUSTRIES, INC., 16 Reith St., Copiague, N.Y. 11726. Phone: 516-842-0020
Booths 106, 107: Hutch kits, crackle art, needlepoint, eggery, Bake-N-Mold Cooking Crystals, dried flower kits, decoupage kits, Dip film, Christmas ornaments, floral arrangements, bell jars.
Personnel: Ronald Aaront

FROLIC FRIENDS, INC., Ship Shapes Div., 7863 Enterprise Dr., Mentor, Ohio 44060. Phone: 216-951-8194
Booth 113: Model sailboats (free-sailing and radio-controlled) from 12″ hull to 48″ hull, 6′ height.
Personnel: Victor Kovacik, Winifred Kovacik

FUNDIMENSIONS, 126 Groesbeck, Mount Clemens, Mich. 48043. Phone: 313-293-7200
Parlor R: Craft Master paint-by-number sets and craft kits; MPC scale model hobby kits; Lionel trains and accessories.
Personnel: Don Davis, Lloyd Kennie

G.Q. CORP., 301 N. Water St., Milwaukee, Wis. 53202. Phone: 414-272-1054
Booth 522: "Zoocraft Toymaker Kits" — designs of toy animals. Toys are machine washable and dryable.
Personnel: Tom Golday, Kempert Quabius, Scott Maynard

GEMÉ ART GALLERY, 6234 NE Glisan, Portland, Ore. 97213. Phone: 503-236-6678
Booths 372, 373: Complete line of art reproductions and prints for use with crafts; Tole books and scroll prints.
Personnel: Gene R. Will, Merilee Will

GENERAL CRAFTS CORP., 3031 James St., Baltimore, Md. 21230. Phone: 301-644-6400
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Personnel: Dick Falk

GLASS HOUSE STUDIO, INC., 125 State St., St. Paul, Minn. 55107. Phone: 612-227-0749
Booths 169, 170: Stained glass hobby kits, lead channel, glass nuggets, books, supplies.
Personnel: Donald A. Lorch, Daniel A. Lorch

*THE GOULD-MERSEREAU CO., INC., booth 614

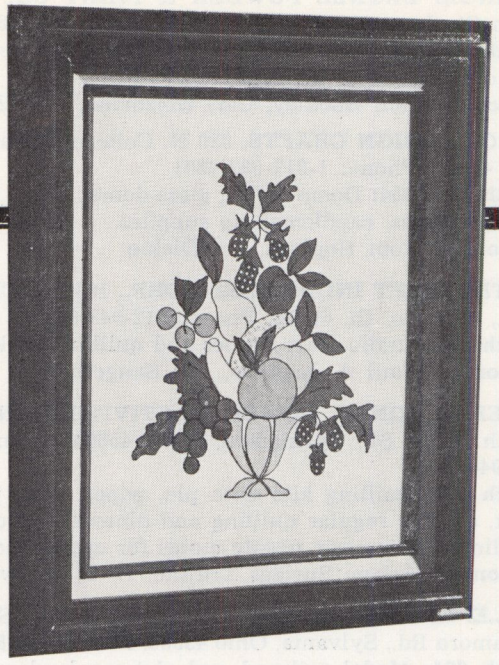
GRIES REPRODUCER CO., 125 Beechwood Ave., New Rochelle, N.Y. 10802. Phone: 914-633-8600
Booth 549: Homecraft decorative rings, hinges, hangers, hooks, craft handles, and box feet.
Personnel: F. D. Flagg, Al Palladino

GRIFFIN MFG. CO., INC., 1656 Ridge Rd. E., Webster, N.Y. 14580. Phone: 716-872-4610
Booth 157: Hobby tools, accessories, knives, kits, and blades.
Personnel: Angelo Papia

M. GRUMBACHER, INC., 460 West 34th St., New York, N.Y. 10001. Phone: 212-279-6400
Booth 346: Artists' materials, brushes, colors, paper.
Personnel: John W. Wolff, Herbert Schoenbeck

PAUL K. GUILLOW, INC., 40 New Salem St., Wakefield, Mass. 01880. Phone: 617-245-5255
Booths 73, 74: Scale U-control kits; packaged balsa wood; ready-to-fly balsa gliders.
Personnel: Earl Smith, Ray Meyer

***HANDS CRAFT COMPANY,** 245 Roosevelt Rd., West Chicago, Ill. 60185. Phone: 312-231-4299
Booth 509: Wood plaques, shadow-box picture frames, Create-A-Crates, Create-A-Houses.
Personnel: Mitzi M. Hands, Russell A. Hands



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1974 EXHIBITORS LISTING

HAR-MAN IMPORTING CORP., 26 West 37th St., New York, N.Y. 10018. Phone: 212-947-1440
Booth 525: Beads, rhinestones, egg stands, craft supplies.
Personnel: Jack and Joyce Mandel

R. B. HARWOOD PRODUCTS, INC., 5831 S. Green St., Chicago, Ill. 60621. Phone: 312-483-4661
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Personnel: R. Bennett Harwood, Ina Harwood

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HAWTHORNE HOUSE, INC., 1700 West Washington St., Bloomington, Ill. 61701. Phone: 309-827-8714
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Personnel: Philip C. Herwig, Jr., Carl Wilcox

JAMES HIGA, INC., 818 Dempster St., Evanston, Ill. 60602. Phone: 312-328-4455
Division Area: Craft Products.
Personnel: James Higa

*HIGHLAND SUPPLY CORP., booth 618

DON HIRSCHHORN INC., 185 Bethpage Sweet Hollow Rd., Old Bethpage, N.Y. 11804. Phone: 516-293-4242
Booth 375: Stamp and coin collecting products.
Personnel: Jeff Burnstein, Harold Richow

HOBBY ARTS & CRAFTS, 20595 W. 8 Mile Rd., Livonia, Mich. 48152. Phone: 313-477-6650
Booth 401: Publisher
Personnel: Glory Tamkevic

***HOUSE OF FARA, INC.,** 520 Eggebrecht Rd., La Porte, Ind. 46350. Phone: 219-362-8544
Booth 535: Picture frame mouldings, shadow-box picture frames, shadow-box mouldings.
Personnel: Tom Fara, Dave Jones, Bob Carty

HOUSTON ART & FRAME, INC., 2520 Drexel Dr., Box 27164, Houston, Tex. 77027. Phone: 713-622-7042
Booth 339: Decoupage supplies, finishes, papier tole.
Personnel: Jim Mulvey, Tim Shaw

HUNT MANUFACTURING CO., 1405 Locust St., Philadelphia, Pa. 19102. Phone: 215-735-7695
Booths 357, 358: Pariscraft, Sculpta-Mike, Fidelis Oils, Vanguard I Acrylics, Art-Brite products, Bienfang Paper Co. product line.
Personnel: Robert J. Motil, Gerald M. Resnick, Richard F. Wedel

ILLINOIS BRONZE POWDER & PAINT CO., 300 E. Main St., Lake Zurich, Ill. 60047. Phone: 312-438-8201
Booths 119-122: Aerosol paint sprays, coordinated items and craft brushing products.
Personnel: Don Buckley, Carl Holzmann, Phil Zohn

IMAGE DESIGN CRAFTS, 630 N. College, Indianapolis, Ind. 46204. Phone: 1-317-632-4361
Booths 353, 354: Dome molds, glass domes, dried flowers, ecology boxes, candlemaking supplies.
Personnel: Tom Hopkins, Joe Dickie

***INTERCRAFT INDUSTRIES CORP.,** 1840 N. Clybourn Ave., Chicago, Ill. 60614. Phone: 312-943-8900
Booth 616: Studio craft frames and quilling art kits.
Personnel: Paul A. Lapidus, Bill Sangerman

INTERNATIONAL LEISURE ACTIVITIES, INC., 309 North Plum St., Springfield, Ohio 45504. Phone: 513-322-9402
Booth 607: Quilling kits with pin, paper, glue, pattern, book, etc. for regular quilling and dimensional quilling. Quilling paper; clear plastic molds for candy and sugar.
Personnel: Arlene Spriggs Trujillo, A. L. Hayward

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Personnel: Peter Gottschalk, Paul Frie, David Gottschalk, Gordon Gottschalk

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Booth 376: N and HO model railroad equipment, buildings, and accessories.
Personnel: James M. Conway, Patricia Rittle, Robert Weaver

JOMAC PRODUCTS, 2146—96th St., Kirkland, Wash. 98033. Phone: 206-827-8606
Booth 171: R/C cars.
Personnel: Don McKay, Jon Congdon

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Personnel: Art Ekman

KALMBACH PUBLISHING CO., 1027 North Seventh St., Milwaukee, Wis. 53233. Phone: 414-272-2060
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Personnel: James J. King, Bill Akin, Dave Sceals, Fred Hamilton, Jim Neubauer

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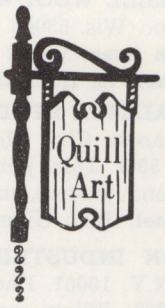

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Personnel: Al Trendle, Paul Wood

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MONOGRAM MODELS, INC., 8601 Waukegan Rd., Morton Grove, Ill. 60053. Phone: 312-966-3500
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Personnel: Carl Gustafsson, Gale Denney, Phil Pratt

NATIONAL CELLULOSE CORP., Sculptamold Div., 12315 Robin Blvd., Houston, Tex. 77045. Phone: 713-433-6761
Booth 84: Sculptamold for modeling and casting, for railroad scenery; Claycrete Instant Papier-Mâché "make the scene" kits.
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NATURAL SCIENCE INDUSTRIES, INC., 51-17 Rockaway Beach Blvd., Far Rockaway, N.Y. 11691. Phone: 212-945-5400
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PLANTABBS CORP., booth 554

PLAYTHINGS MAGAZINE, 51 Madison Ave., New York, N.Y. 10010. Phone: 212-689-4411
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Personnel: Harry J. Guckert

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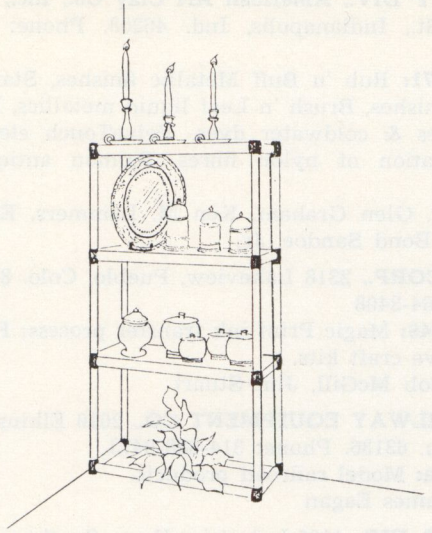

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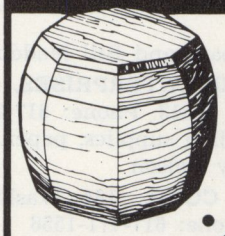

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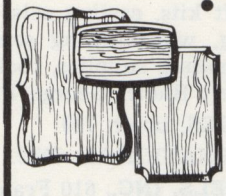

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PREMIER MANUFACTURING CO., 5560 Gray St., Arvada, Colo. 80002. Phone: 303-424-7737
Booth 342: Complete candle making supplies, including new Mold Mates, Mold Mate Wax, candle wick threader, and other Mold Mate supplies.
Personnel: Mr. & Mrs. A. C. McMillon, Mr. & Mrs. Tom Cox

PROFITABLE CRAFT MERCHANDISING, News Plaza, Peoria, Ill. 61601. Phone: 309-682-6626
Booth 409: Trade Publication.
Personnel: Mike Jeffries

PYROTEX CORP., booth 104

QUILL ART, 852 Gardenway Dr., Ballwin, Mo. 63011. Phone: 314-227-9347
Booth 606: Quilling designs, books, paper, and related products.
Personnel: Barbara and Bill Maddox

***QUILLING BEE ENTERPRISES,** 4004 Fairway Court, Arlington, Tex. 76013. Phone: 817-274-5619
Booth 602: Quilling supplies, paper, and patterns.
Personnel: Betty Nelson

QUINCRAFTS CORP., 184 Washington St., Quincy, Mass. 02169. Phone: 617-471-1556
Booths 355, 356: Makit & Bakit "stained Glass" Frame-Ups, including Christmas, all-season, and character items.
Personnel: Estelle Sugarman, Sylvia Schwartz, Charlotte Volinn

***RAPCO, INC.,** 500 N. Spaulding Ave., Chicago, Ill. 60624. Phone: 312-826-4444
Booth 345: Craft kits, casting sets, plaster casting kits, clay sculpturing, woodburning sets, terrariums, bottle cutters, candlemaking supplies, rock polishers.
Personnel: Robert Blanc, George Pierce

RDC INDUSTRIES, booth 123

REEVES INTERNATIONAL, INC., parlor W

REPLICA MODELS, INC., 610 Franklin St., Alexandria, Va. 22314. Phone: 703-549-0772
Booths 198, 199: Full-size machined metal models of antique firearms.
Personnel: James W. Hernly

REVELL, INC., 4223 Glencoe, Venice, Calif. 90291. Phone: 213-821-5011
Parlors I & J: Plastic model kits of cars, motorcycles, planes, and ships.
Personnel: Stan Blaustein

RIGGEN INDUSTRIES, INC., 19340 Londelius St., Northridge, Calif. 91324. Phone: 213-993-0911
Booths 63, 64: 1/32, 1/24, and HO scale model slot cars and accessories; 1/12 scale radio control cars.
Personnel: Richard Megugorac

W. T. ROGERS CO., booth 123

ROHM AND HAAS, Independence Mall West, Philadelphia, Pa. 19105. Phone: 215-592-3452
Booth 524: Plexiglas brand acrylic sheet for do-it-yourself craft projects.
Personnel: James J. Knight, John R. Gill, Peter M. Lawrence

ROYAL ENTERPRISES OF WASHINGTON, INC., 1302 No. Proctor, Tacoma, Wash. 98406. Phone: 206-749-9458
Booth 621: Prints of original paintings by Pat Satterfield.
Personnel: Roy Rauhauser, Naurine Rauhauser

RUB 'N BUFF DIV., American Art Clay Co., Inc., 4010 West 96th St., Indianapolis, Ind. 46268. Phone: 317-293-5591
Booths 369-371: Rub 'n Buff Metallic finishes, Stain 'n Buff wood finishes, Brush 'n Leaf liquid metallics, Bati-Kit wax dyes & coldwater dyes, VelveTouch electrostatic application of nylon fibres, Salmon antiquing products.
Personnel: F. Glen Graham, Ken M. Lammers, Elaine Broadwater, Bond Sandoe, Jr.

SANGRAY CORP., 2318 Lakeview, Pueblo, Colo. 81004. Phone: 303-564-3408
Booths 348, 349: Magic Print ink transfer process; Fun'n Fancy creative craft kits.
Personnel: Bob McGill, Jim Stuart

***SCALE RAILWAY EQUIPMENT CO.,** 2010 Elkins Dr., St. Louis, Mo. 63136. Phone: 314-868-9473
Division Area: Model railroad products.
Personnel: James Eagan

SCANDECOR, INC., 1105 Industries Hwy., Southampton, Pa. 18966. Phone: 215-355-2410
Booth 520: Posters, puzzles, photo walls.
Personnel: Stanley M. Schwartz

SCIENTIFIC MODELS, INC., 340 Snyder Ave., Berkeley Heights, N.J. 07922. Phone: 201-464-7070
Booth 29: Wood ship model kits, flying model airplanes, miniature doll-house furniture kits.
Personnel: John Frisoli, Jr.

SCOTT PUBLISHING CO., 604 Fifth Ave., New York, N.Y. 10020. Phone: 212-765-3863
Booth 374: Stamp albums, catalogs, kits, accessories, publications.
Personnel: Lawrence Greenwald, Judy Taub

CHARLES SCRIBNERS & SONS, booth 508

SEWING NOTIONS DIV. SCOVILL MFG. CO., Buckingham St., Watertown, Conn. 06795. Phone: 203-757-6061
Booth 518: Pins for crafts, including Pintique Hobby Tray.
Personnel: C. B. Houghton, H. B. Lape, W. P. King, J. F. Toland

B. SHACKMAN & CO., 85 Fifth Ave., New York, N.Y. 10003. Phone: 212-989-5162
Booth 527: Varied line of imported hobby, craft, and collector's items.
Personnel: Morris Lifland

***SHIP SHOP,** 1420 W. Broadway, Maryville, Tenn. 37801. Phone: 615-983-9189
Booth 123: String art kits.
Personnel: Robert Tallent, Kyle Petree

SHIVA INC., 4320 W. 190 St., Torrance, Calif. 90509. Phone: 213-542-5583
Booth 407: Artist paints, materials, supplies.
Personnel: Sheila W. Ross

JOAN SHORT ORIGINALS, INC., 27694 Camino Capistrano, Laguna Niguel, Calif. 92677. Phone: 714-831-1630
Booth 344: Stitchery, needlepoint, and rug kits.
Personnel: Joan Short, Dorothy Gibson

***ROBERT SIMMONS, INC.,** 510 Sixth Ave., New York, N.Y. 10011. Phone: 212-675-3136
Booth 408: Craft and art brushes; Priscilla Hauser tole brushes; Skylite brush displays.
Personnel: Bob Simmons, Jack Turner

SLOMONS LABORATORIES, INC., 32-45 Hunters Point Ave., Long Island City, N.Y. 11101. Phone: 212-784-0205
Booth 182: SOBO glue, VELVERETTE glue, QUIK glue.
Personnel: Edward Callaghan

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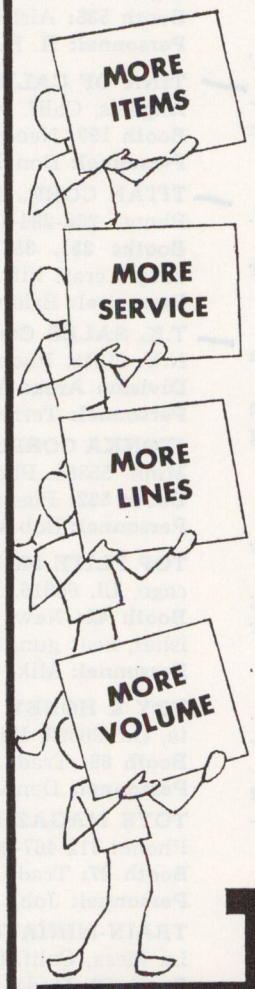

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1974 EXHIBITORS LISTING

***THE S.M.I.L.E. CORP.,** 800 South Beach Blvd., La Habra, Calif. 90631. Phone: 213-691-0744
Booth 617: Imagine Optics, Fiber optic decorative light kits.
Personnel: C. H. Boyd, Al Cohen, R. L. Stivers, Anna Soto, Ann Stansell, Bob Krause

***SMITH HOUSE, Div. Universal Enterprises, Inc.,** P.O. Box 1811, Charlotte, No. Carolina 28201. Phone: 704-375-6084
Booth 615: Do-it-yourself wire sculpture and kits.
Personnel: Jack Gilbert, Larry Privette

***SNOW FOAM PRODUCTS, INC.,** Box 974, 9917 Gidley, El Monte, Calif. 91734. Phone: 213-448-6955
Booth 517: Complete line of Styrofoam shapes and decorations; Wonder Cutter battery-powered Styrofoam cutter.
Personnel: Carol L. Epp, Ron Norton

***SOLCO ENTERPRISES,** P.O. Box 293, Lomita, Calif. 90717. Phone: 213-325-6915
Booth 569: The Michelle Collection of "Create Your Own" masterpieces in string art.
Personnel: Sue Waldman, Al Block

STANISLAUS IMPORTS, INC., 75 Arkansas St., San Francisco, Calif. 94106. Phone: 415-431-7122
Booth 311: Complete macramé supplies, decoupage prints and imported woods, miniature egg figures, egg stands, and other eggery supplies.
Personnel: Stanley Siou

STAR PLASTICS, INC., booth 312

STERLING MODELS, INC., Belfield Ave., & Wister Sts., Philadelphia, Pa. 19144. Phone: 215-849-0700
Booth 25: Three new beginner's control-line airplanes; three old-time carved hull sailing ships; one Super Fledgling R/C plane; and one operating sail boat.
Personnel: Ed Manulkin, Sylvia Manulkin

***STEVENSON INDUSTRIES,** 400 Laundale Dr., P.O. Box 5302, Winston-Salem, N.C. 27103. Phone: 919-768-5828
Booth 543: Quotables (parchment quotations in three sizes); Quot-a-Cards (color quotation post-cards); Tender Tributes (watercolor reproductions).
Personnel: Jack Stevenson, Jr., Dave Benson

STYLECRAFT, Div. L. Gordon & Son, 1800 Johnson St., Baltimore, Md. 21230. Phone: 301-539-4547
Booth 347: Ephrem's Olde Time Bottle Cutter; Bottle Boss; antique chess molds; Stonecast.
Personnel: William Spiegel, Louis Schreiber, Sam Berlin, Sam Shapiro

STUDIO TWELVE, 150 Baker St., Costa Mesa, Calif. 92626. Phone: 714-540-9495
Booth 323: Instant stitchery and crewel kits; Studio Twelve Flower Looms and project books.
Personnel: Floyd and Margaret Weymouth

SULLIVAN PRODUCTS, INC., 535 Davisville Rd., Willow Grove, Pa. 19090. Phone: 215-659-3900
Division Area: U-control and Radio control accessories.
Personnel: M. Sullivan, Leon Shulman

TAP PLASTICS, INC., 3011 Alvarado, San Leandro, Calif. 94577. Phone: 415-357-3535
Booth 611: Envirotex one-coat decoupage finish; flexible molds for candles, resin, plaster, and soap.
Personnel: Bob Whitehead

TERN AERO CO., INC., P.O. Box 66398, Chicago, Ill. 60666. Phone: 312-631-1833
Booth 534: Rubber-powered model airplane kits; beginner's model kits; radio control airplane kits.
Personnel: V. M. Garofalo

THE TESTOR CORP., 620 Buckbee, Rockford, Ill. 61101. Phone: 815-962-6654
Parlor B, Booth 1: Model cements, Pla and Spray Pla Enamel, gliders, engine-powered models, hobby kits.
Personnel: Ernie Petit

TESTRITE INSTRUMENT CO., INC., 135 Monroe St., Newark, N.J. 07105. Phone: 201-589-6767
Booth 394: Aluminum artist easels in table, floor, and studio models.
Personnel: Simon Weil

***THAYER & CHANDLER, INC.,** 215 W. Ohio St., Chicago, Ill. 60610. Phone: 312-527-0435
Booth 536: Airbrushes and accessories.
Personnel: H. H. Pratt, Cal Petersen, Joanne Hirtzig

TINA OF CALIFORNIA, 1156 N. McCadden Place, Los Angeles, Calif. 90038. Phone: 213-465-5136.
Booth 197: Needlecraft kits and supplies.
Personnel: Don Leitman

TITAN CORP., 1630 15 Ave. West, Seattle, Wash. 98119. Phone: 206-284-1450
Booths 351, 352: Glass stain, fabric draping, Tiffany lamps, craft kits.
Personnel: Brian Scheuch

T.K. SALES CO., Box 3 Kensington Station, Brooklyn, N.Y. 11218. Phone: 212-349-3078
Division Area: Artist brushes for hobbyists.
Personnel: Terry Ettkins

***TONKA CORPORATION,** 5300 Shoreline Blvd., Mound, Minn. 55364. Phone: 612-472-8000
Booth 532: Plastic kits.
Personnel: Bob Moeller, Perry Nordquist, Reed Saunders

TOP FLITE MODELS, INC., 2635 S. Wabash Ave., Chicago, Ill. 60616. Phone: 312-842-3381
Booth 42: New R/C airplane kit; super Monokote finishes, heat gun, sealing iron.
Personnel: Mike Schlesinger, Sid Axelrod

TOY & HOBBY WORLD, 1372 Peachtree St. NE, Atlanta, Ga. 30309. Phone: 404-892-3381
Booth 86: Trade Publication.
Personnel: Denton Harris

TOYS MAGAZINE, 43 E. Ohio St., Chicago, Ill. 60611. Phone: 312-467-0670
Booth 87: Trade Publication.
Personnel: John J. Mullaney

TRAIN-MINIATURE PRODUCTS, INC., 8140 Center St., La Mesa, Calif. 92041. Phone: 714-461-8740
Booth 52: Model railroad freight car kits, gift sets, structures, and accessories.
Personnel: Jerry Roundy

TRANSCIENCE, 200 Fifth Ave., Rm. 1407, New York, N.Y. 10010. Phone: 212-989-3772
Booth 114: Instant Life Sea-Monkeys, instructions, sets, rack displays, accessories.

TWINN-K, INC., Box 31228, Indianapolis, Ind. 46231. Phone: 317-839-6579
Booth 12: Model race cars and accessories.
Personnel: Maurice Winn, Ed Hughey, Linda Baker

TYCO INDUSTRIES, INC., Woodbury Heights, N.J. 08097. Phone: 609-845-4600
Parlor F, Booths 30-39: HO scale electric trains and Tycopro home road-race sets, accessories, and add-ons.
Personnel: Richard Grey, Jerry Goldhand, Milt Grey, Walter Perlmutter, Joel Tasman, Stanley Greenfeld

WILLIAM UNGER & CO., INC., 230 Fifth Ave., New York, N.Y. 10001. Phone: 212-532-0689
Booth 529: Art needlework and embroideries; hand-knitting yarns; rug kits.
Personnel: David Knoll

1974 EXHIBITORS LISTING

***UNITED STATES POSTAL SERVICE, Office of Stamps,** Rm. 10520, Washington, D.C. 20260. Phone: 202-245-4952
Booth 40: Collectors stamps.
Personnel: John E. Van Enden

***UNIVERSAL SUPPLY COMPANY,** 1561 N. Bonnie Beach Place, Los Angeles, Calif. 90063. Phone: 213-268-3131
Booth 516: Wood craft items and kits.
Personnel: Thomas Koves, Ben Renshaw

VALLEY HANDCRAFTERS-HOBBYCRAFT (Wm. E. Wright Companies), 152 Simsbury Rd., Avon, Conn. 06001. Phone: 203-678-1711
Booths, 417, 418: Needlepoint, crewel, decoupage, and other hobby/craft kits.
Personnel: Ed Bogosian, Marvin Woolfgang, Tom O'Donnell

VAN ALT SALES, 225 Robins Lane, Syosset, N.Y. 11791. Phone: 516-822-9700
Booth 422: Paint sets, pre-sketch sets, children's artist easels, hobby brushes, packaged art materials.
Personnel: Joel Kahn, Joel Glass

VANISHING VISTAS, 1631 Arden Way, P.O. Box 15902, Sacramento, Calif. 95813. Phone: 916-927-2878
Booth 507: Color reproduction cards showing railroad engines, trains, circus cars and other subjects representing 40 major railroad systems; Railroad Calendars with scenic train portraits; framing prints of railroad subjects.
Personnel: Lyman E. Cox, Richard E. Cox

VINO CORPORATION, booth 620

VITOS PRODUCTS, 17808 Tourny Rd., Los Gatos, Calif. 95030. Phone: 408-354-2594
Division Area: Redwood bird kits, activity kits, sand-painting kits and materials.
Personnel: R. A. Loftus, Toby Clark, Len Goffin

W.F.R. RIBBON CORP., 104 West 17th St., New York, N.Y. 10011. Phone: 212-924-4675
Booths 172, 173: Ribbons and fabrics, plain and self-adhesive; velvets, velours, burlap, gingham, plaids, polka dots, cotton prints, "Peel 'n Pat" line.
Personnel: George Feldman, Donald Rosenfeld, John Piddington

WALBEAD, INC., 38 West 37 St., New York, N.Y. 10018. Phone: 212-564-7070
Parlors T & U: Beads, jewelry kits, Christmas ornament kits, boutique kits, sequins, pearls, fancy spangles, sea shell kits, instruction books, needlepoint kits, macramé kits.
Personnel: Rose Ann Mann

WALCO PRODUCTS, INC., 1200 Zerega Ave., Bronx, N.Y. 10462. Phone: 212-892-3460
Booths 132-137: Packaged beads, and sequins, holiday ornament kits.
Personnel: Melvin S. Cohen, Howard Cohen, Martin Uris

WALNUT HILL CO., 74 Tracey Rd., P.O. Box 355, Huntingdon Valley, Pa. 19006. Phone: 215-947-6613
Booth 514: Complete candle-making supplies and a new candle mold; lamp-making kits.
Personnel: Richard J. Scuderi, Dolares A. Scuderi

***THE WALRUS FACTORY,** 1125 Sunnyhills Rd., Oakland, Calif. 94610. Phone: 415-836-0260
Division Area: Craft products.
Personnel: Bill Madden

WM. K. WALTHERS, INC., 4050 N. 34th St., Milwaukee, Wis. 53216. Phone: 414-445-4060
Booth 69: Model railroad equipment, historical figures, diesel trucks, paints, cements.
Personnel: Bruce Walthers, Phil Walthers, Millie Blaske, Steve Schwengel

F. WEBER CO., Div. Visual Art Industries, Inc., Wayne and Windrim Avenues, Philadelphia, Pa. 19144. Phone: 215-329-3980
Booth 361: Open-stock and packaged self-service art materials; artist materials sets; programmed sections and departments.
Personnel: Nelson Combs, Ed Friedlander, Cliff Chapman

WESTERN TRIMMING CORP., 8575 W. Washington Blvd., Culver City, Calif. 90230. Phone: 213-870-0291
Booths 152-154: Rhinestone setter, rhinestones, nail-heads, pearls, beads, findings, jewels, wood beads.
Personnel: Al Deitsch, Walter Goldman

WHITING—MILTON BRADLEY, booth 164

WILTON ENTERPRISES, INC., 833 W. 115th St., Chicago, Ill. 60643. Phone: 312-785-1144
Booths 389, 390: Complete line of cake decorating kits and open-stock cake decorating supplies.
Personnel: John Sweet, Don Hendricks

***WINTERGREEN INDUSTRIES, INC.,** 233 S.W. 14th, Loveland, Colo. 80537. Phone: 303-667-6001
Booth 619: Hardwood craft plaques—open stock, assortments, and craft accessories.
Personnel: M. W. Harris, Orville A. Hall

***WOODEN GOOSE CO., INC.,** P.O. Box 4108, Milwaukee, Wis. 53210. Phone: 414-873-1515
Booth 609: Wood art kits: consisting of 3/4" thick solid wood plaque(s), acrylic paints, brush, hanging ring, complete directions, and original hand-screened designs.
Personnel: John P. Kryder

WILLIAM E. WRIGHT, booths 417, 418

WORLD ENGINES, INC., 8960 Rossash Ave., Cincinnati, Ohio. Phone: 1-513-793-5900
Booth (see Tyco display): Radio control guidance systems, radio-controlled model aircraft.
Personnel: John Maloney, Paul Benkner

X-ACTO, 48-31 Van Dam St., Long Island City, N.Y. 11101. Phone: 212-392-3333
Booths 53-56: X-acto knives, tools, and craft sets, including display racks and packaging.
Personnel: John F. Thomas III, Leonard S. Paul, David Lowenthal

YALEY ENTERPRISES, INC., 129 Sylvester Rd., So. San Francisco 94080. Phone: 415-761-3428
Booths 555, 556: Candle crafting supplies.
Personnel: Tom Yaley

YARN KITS, INC., 361 East 50th St., New York, N.Y. 10022. Phone: 212-355-1074
Booth 313: Afghan kits, "Baby Loves" afghan kits, creative stitchery kits, "Naturally Needlepoint" mini-kits.
Personnel: Bob Gottlieb, S. Gottlieb II

CHRISTOPHER YORK, INC., 5875 N. Lincoln Ave., Chicago, Ill. 60659. Phone: 312-728-3105
Booth 314: String art kits, rock polishing kits, macramé kits, quill art kits, designer buckles.
Personnel: Corky Gordon, Frank Simek, Joe Wolfson

***ZENCO (GEMEX),** P.O. Box 2487, Escondido, Calif. 92025. Phone: 714-744-2012
Booth 605: Craft products.
Personnel: Zeno Pfau

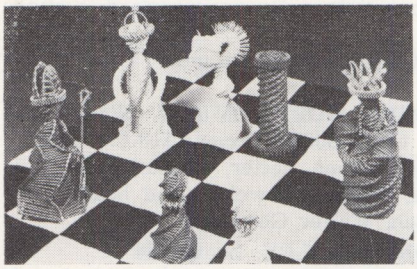
D. E. ZIEGLER ART CRAFT SUPPLY, INC., 2318 E. Admiral Blvd., P.O. Box 50037, Tulsa, Okla. 74150. Phone: 918-584-7387
Booth 386: Miniature picture frames, easels, shadow boxes.
Personnel: Daniel E. Ziegler

ZIMS, INC., 4370 So. 2nd West, Salt Lake City, Utah 84107. Phone: 801-262-5469
Booths 552, 553: Craft products.
Personnel: Craig Zimmerman, Norman Wiltinson, Eleanor Zimmerman

23

CRAFT PRODUCT SHOWCASE

MARYLAND CUP



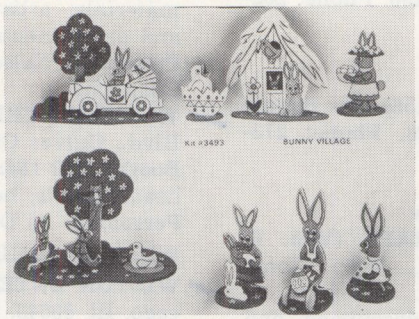
Drawing on the ancient craft concept of using corn sheaves for weaving and sculpting, the Maryland Cup people have found a way to make use of drinking straws. **Craftstraws,** as they are called, can be used to make a wide variety of figures, ornaments and other items for both use and decoration. Set comes with 750 17″ straws with instructions for making shapes. Shown are figures for a chess set made with color Craftstraws. **Booth 623. See ad page 33.**

CRAFT MASTER

By special arrangement with the "Saturday Evening Post," Craft Master introduces three adaptations of **Norman Rockwell covers**. The sets, "The Flagpole Artist," "The Doctor and the Doll" and "The Little Spooners," each contain a 16x20 textured panel, 42 oil cups and 3 brushes.

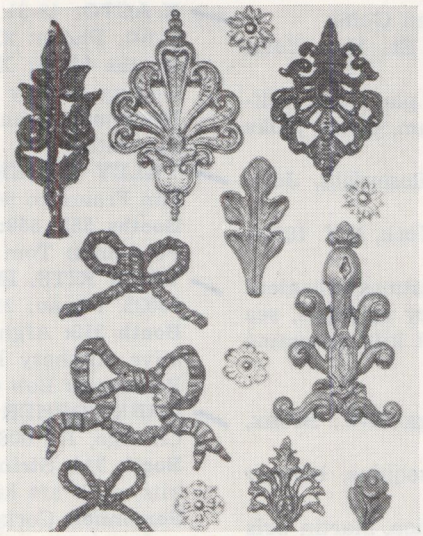
Craft Master will also be introducing a low-priced series of 11x14 paint-by-number sets at $1.25 retail. The six-subject series is designed for youngsters 8-14 and features car subjects for boys and romantic love scenes for girls. Established lines will also be updated and revised, including Gallery I, New Artist/2, Black Velvet, and the two Mosette series. Craft Master is also adding to its packaged craft line with kits in needlecraft, craft clay and pottery plaques, three shrink plastic kits, decoupage kits, and six subjects in the "Wood Mother-of-Pearl Plaques" series. **Parlor R. See ad page 106.**

ARROW HANDICRAFTS



Now available, three new paint-by-number wood kits for the Easter market: Bunny Village, Egg Factory, and Bunny and Cart. **Bunny Village** kit contains 8 dimensional settings with the largest finished figure 4″ high. **Bunny and Cart** is 11x 4¼x12 and makes a table centerpiece or decorative item. **Egg Factory,** with a colorful front and back, is 9x5x9. All three kits are made of Philippine mahogany wood, pre-cut to exact shape and size. Each piece is printed with guidelines for easy painting. Kits come with non-toxic acrylic paints, glue, brush, sand paper, and instructions. $3.49 retail. **Booths 57-59. See ad page 97.**

WHITTEMORE-DURGIN

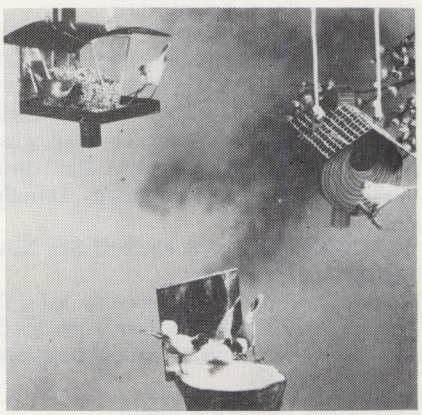


Between 1870 and 1925, thousands of different lead casting designs were created for use to ornament stained glass windows and lampshades. Whittemore-Durgin now revives this once-prestigious art by re-issuing 36 different castings using the original molds. **Castings** are available singly or in quantity for use in stained glass work or for other crafts. Some are suitable as pendants and amulets; others may be used as earrings. For information, write: Whittemore-Durgin, Dept. CM-1, Box 20657, Hanover, Mass. 02339. **See ad page 81.**

CERAMICHROME

One of six collectable figures in the Julie family, sculptured by Don Winton, is this 9½″ high **Carpenter.** Figure comes completely fired, ready to finish with Master Stroke non-fired ceramic finish, brush, paint sponge for high-lighting, and instructions. Crafters can also paint figure in colors of their choice. $7.00 retail. **Booths 414, 415. See ad page 95.**

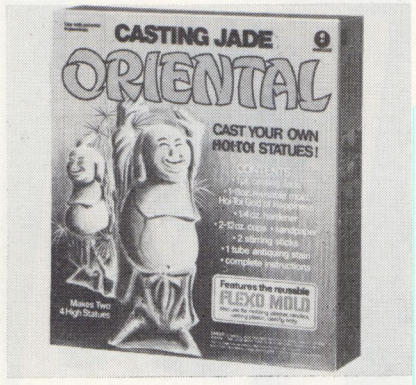
NATURAL SCIENCE



See-Thru Bird House Complex, with one-way mirrors, consists of three individual bird sanctuaries: bird house, feeder, and bath. All are designed so they can be affixed directly to a window pane with special tape. With the aid of the one-way mirrors included in each unit, you can watch birds, without disturbing them in their daily routines. Individual units also available separately. Units are made of high-impact plastic. Complex comes partially assembled and is easily completed with snap fittings and locking pins. Units may also be hung from the branch of a tree or placed on a pole. Three Unit Complex retails for $10; individual units for $4.00 each. **Booths 48-50. See ad page 104.**

FIBRE GLASS-EVERCOAT

Casting Ivory Classics kit lets the crafter cast their own Venus Statues in simulated ivory plastic resin. Kit contains all materials needed to make two 9-in.-high statues: 1 qt. casting ivory; flexible re-usable Venus mold (also suitable for other materials, such as plaster); mold support for non-spill pours; hardener and antiquing stain; mixing supplies; and brown felt for mounting finished statues. $10.00 retail.

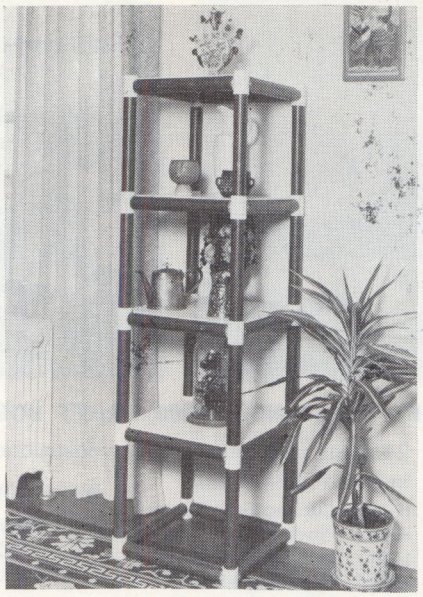


Casting Jade Oriental kit features the Hoi Toi "good luck" symbol. Specially-formulated jade-tone resin offers the lustre and glossy texture of natural jade. Kit contains a flexible reusable mold; pint of jade-green casting resin (enough for two 4-inch statuettes); mixing supplies; and green felt for mounting finished figures. $7.00 retail. **Booths 162, 163. See ad pages 25-26, 94.**

POURETTE MFG. CO.

Being featured at the Hobby Show, are a line of versatile **two-piece Candle Molds** that provide excellent burning qualities because of their shape. Candles made from this mold may either stand vertically or lie horizontally as a Yule Log. $2.60 retail. **Booths 395, 396. See ad page 85.**

B. W. DRENNAN



Now being distributed through B. W. Drennan, an inexpensive, easy-to-use display or storage system called **Mod-U-Struts.** Units consist of plastic connectors, cardboard tubes, and white shelves. Units can be used for displaying finished craft samples, for storing craft materials, or filling in awkward corners to make maximum use of selling space. Units are easy to assemble and can be adapted to any spatial requirements. Units retail from $12 to $38. **Booth 540. See ad page 83.**

STEWART CLAY

New **Catalog "L" (1974)** covers a complete line of products for ceramics, pottery, sculpture, enameling, and general crafts. Products include modeling and casting materials, tools, brushes, kilns, wheels, glazes, tiles, mosaics, etc. **Stewart Clay Co.,** Dept. CM, 133 Mulberry St., New York, N.Y. 10013.

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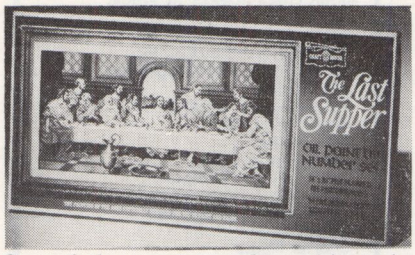
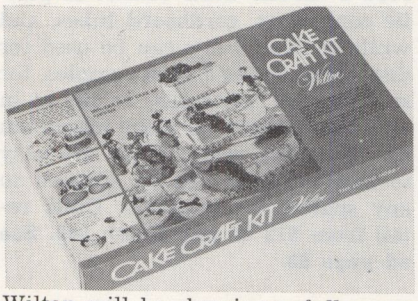


One of the most popular subjects in the paint-by-number category, Craft House's **"Last Supper"** oil-paint-by-number set has a 14x28 in. pre-printed panel, 36 oil colors in "easy-open" containers, brushes, and complete painting instructions. $4.50 retail.

Just introduced, **"The Big Set"** oil paint-by-number series with 6 different subjects. Each set contains two 10x14 pre-printed panels, 15 oil colors, brush, and instructions. $1.80 retail. Packed 24 solid, or 24 assorted. **Booths 115-118. See ad page 45.**

WILTON ENTERPRISES



Wilton will be showing a full range of caking decorating products in its new **Cake Craft line.** Included is the **Mini-Tier Heart Cake kit 2601-528** with a set of 3 aluminum pans (5, 7½, and 9 in.), all 1½" deep, for one cake mix. Also, 2 heart-shaped separated plates; 6 crystal-clear pillars; decorating tools; 12" plastic bag; 10 tubes; flower nail; directions; and the full-color 204-page Wilton Yearbook with decorating course. $7.95 retail.

Second kit is **Book Cake Kit 2601-404** with a set of two aluminum pans to make a 12x8 cake; plastic 12" decorating bag with quick-change coupler; 10 tubes; flower nail; directions; and molds for sugar letters and numbers, plus the full-color Wilton Yearbook. $6.95 retail. **Booths 389, 390. See ad pages 17-20, 95.**

HAROLD MANGELSEN & SONS

Mod Yarn, 100% acrylic fiber, is presented in a variety of project ideas in this new Mangelsen 8½x11 24 page book. **"It's a Mod, Mod, Mod, Mod World."** Mod Yarn is said to be easy to work with and can be used to make a wide variety of projects. Many of the projects call for Mod Yarn in different colors, dolls heads, white foam shapes, and assorted open-stock craft trims and novelty items.

All projects include a list of materials needed, instructions, pattern, and a photo of the finished item. Also included are instructions for shredded projects using yarn leftovers. Projects are: Kissing Cousins, Buzzy Buzzers, Snail Family Pincushion, Dove Song, Silly Snowman, Up, Up and Away, Mr. Kringle, Mrs. Kringle, Poinsettia Wreath, Flower Fantasy, Snow Queen, Kitty Plaque, Smiling Cowboy, and Kemo Sabe. $1.25 retail dealer minimum three copies. **Booths 184-185. See ad page 53.**

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"Musikit" is a pre-assembled, unfinished quality music box with an 18-note Swiss-made Thorens musical movement and complete finishing materials to make a decorator music box. "Musikit" comes in two versions: PC-770, a deluxe music box craft kit, and PC-771 music box craft kit. Both contain the musical movements, box, stain, varnish, brushes, all necessary hardware, and instructions. Kits are priced at $11.95 and $13.95 respectively. **Booth 622. See ad page 49.**

WOODEN GOOSE

"Wood Art Kits" for creating paint on wood designs come with a 3/4-in.-thick solid **wood plaque(s)** with hand - screened designs; acrylic paints; stain; brush; decorative hanging rings; and instructions. Kits retail for $6.95 each. Also available, a stained wood merchandiser rack with a 54-kit assortment. Rack and header free with assortment; retailer cost $225.18. **Booth 609.**

AVALON INDUSTRIES

Among two of Avalon's many new kits for 1974 are these. **Rabbit & Egg Novelty Candle Kit** contains molds for both rabbit and egg shapes plus wax, scent, wicking, colors, acrylic paints, and paintbrush for decorating the molded candles. Kit is suitable for teenagers under parental supervision.

Second kit marks Avalon's entry into a popular craft category—baking (or cooking) crystals: Avalon's **"Bake Your Own Stained Crystals"** hanging ornaments can be used for Christmas tree or window decoration. Kits contain die-cast metal alloy frames and colorful plastic crystals. To make, lay frame on foil-covered cookie sheet or baking pan, pour crystals into frame spaces, and bake in home oven until plastic melts and becomes stained-glass-like.

New kits come in boxes and blister packs. Each blister pack has plastic crystals in 4 colors, and one die-cast metal frame. Shapes are: owl, flower, butterfly, and mushroom. Kit 7261 features all 4 shapes and five crystal colors in a box. **Parlor X. See ad pages 11, 12.**

WALBEAD

Boutique Necklace and Bracelets kits make it easy for the crafter to create colorful necklaces and matching bracelets from highly-polished hardwood beads, sequins interspaced with gold rondelles, and limoge flower beads, or with paillettes and polished wood beads. Kits come complete with all materials and instructions. Priced from $2.95 to $8.95 retail. **Parlors T & U. See ad page 63.**

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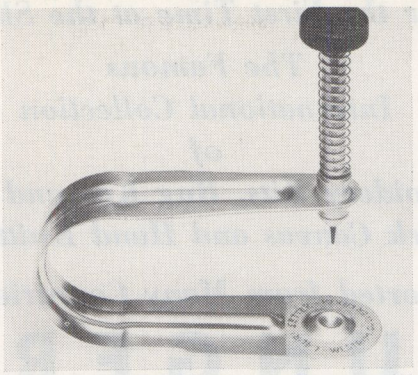


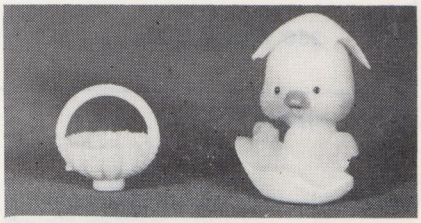
New **"Lauri" Rhinestone Setter** will take all sizes of rhinestones and sets from 9 thru 42. Rhinestones and sets come in pre-priced packages or bulk. Setter retails for $6.00. Also new are **Nailheads** — flat pearl and stars in gilt and nickle in pre-priced packages or bulk. Complete catalog covers a broad line of craft items. **Booths 152-154. See ad page 83.**

COOPER KENWORTHY

Sculptured Needlepoint combines needlepoint stitching with a sculptured, dimensional effect using a special weld process. Kits come complete with directions, needle, and 100% wool yarns. Four designs in sculptured line are: Bi-Centennial Eagle, Chianti N Cheese, a Floral, and Gull Haven. **Booth 603.**

CRAFT WORLD

Craft World's **Easter line by Eileen** features 8 kits: Bird House, Carousel, Springtime Window, Lavender & Lace, Flower Cart, Spring Basket, Mr. Bunny, and Mrs. Bunny (shown). Kits contain miniature figures, and flowers with pastel trim. Component parts available from open stock. Retail prices, $2.25-$3.00.



New **Midget Widgets** and **Micro-Widgets** for Spring brings Craft World's line of hand-painted miniatures to over 100. Wood Micro-Figures average 1/2" high. Header-packed, line retails for 15¢ to $2.59. Free 12-page color catalog available. **Booth 608.**

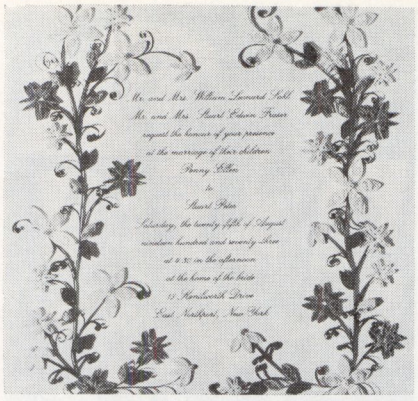
WALCO PRODUCTS

Two new eggery kits: **"Country Playmates"** (#2506) is an oval-hinged type egg, edged in pearls. Centerpiece is a child and pet against a background scene resembling an Alpine home. Birds decorate the door of the egg. **"Valentine Jewel Box"** (#2511) is jewel-and-pearl border with Nymphette figures on top. Each kit contains a realistic plastic "goose" egg, pre-cut, and pre-colored; metal and plastic findings; braids; hinges; glue; trim; and instructions. Each kit comes bagged with a colorful header. $6.00 retail each. **Booths 132-137. See ad page 57.**

ARTIS, INC.

SHRINK-ART™ process of changing sheets of plastic into colorful miniature designs now comes in two kits. **Basic kit #3-298** introduces the consumer to the concept and contains four sheets of Shrink-Art plastic, one black pen, 13 patterns, and instructions. Designs cover animals, caricatures, and whimsical ideas. $2.98 retail. **Shrink-Art Craft Kit #3-498** contains six sheets of Shrink-Art plastic, black, red, and yellow pens, 24-pg instruction book and 32 full-size patterns for making pins, necklaces, key chains, charms, tags, etc. $4.98 retail. **Booths 554-558. See ad page 65.**

QUILL ART



Series of eight new **Quilling Kits** include a variety of floral, bird, and figure designs. Titles are: Daisy N' Ladybug, Birds & Flowers in Pennsylvania Dutch style, Wedding Invitation Border (gold and blue), Girl Feeding Birds, Brown Owl, White Owl, Flowers In Cage, and a colorful Rooster. Each kit contains paper, pin, and instructions. Also new is **"Quillue,"** fast-drying, thick white glue. Glue dries clear and fast on paper, fabric, wood, and all porous surfaces. 4 oz jar retails for 90¢. Packed 12 to a case. **Booth 606. See ad page 79.**

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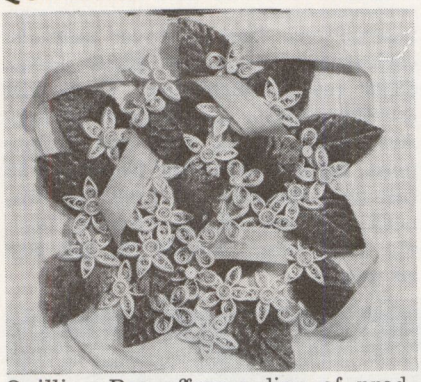
ARTIST SHACK

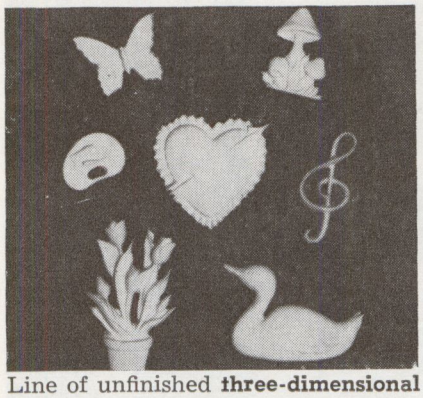
Photique photo transfer kit allows any photograph (color, black-and-white, or Polaroid) to be shaped and mounted on any round, domed, or textured surface. Turns photos into three-dimensional displays for the home or for gift-giving. Kit contains all materials for removing photo from paper surface and mounting it on another surface. $4.99 retail. **Booth 315.**

QUILLING BEE ENTERPRISES



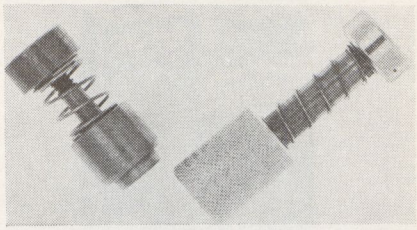
Quilling Bee offers a line of products for **Quilling,** including paper, patterns, and printed quotes. Shown is made-up example of designs from the line. **Booth 602.**

ADAMSCO, INC.

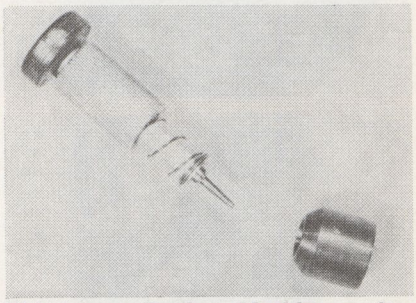


Line of unfinished **three-dimensional Mini-Carvings** are reproductions of wood originals cast in wood-like polymer. Carvings may be painted or antiqued to look like wood, and may be glued to purses or boxes, or used on other surfaces for decoration. **Booth 515.**

SHERU ENTERPRISES



Studsetting Machine makes it easy to set studs and nailheads onto any garment at home, with professional results. Cost $48 per dozen.



Rhinestone Setting Machine makes it easy to set rhinestones, pearls, and sequins onto any garment or fabric. Tool makes it easy for fashion-conscious home designer to create individual styles with professional results. $36 a dozen.

Vivid-colored **beaded picture kits** come complete with all materials for making a selection of designs. Styles available are: Lion, Mushroom, Raggedy Ann, Owl, Butterfly, and Parrot. $24 a dozen. Order from Sheru Enterprises, Inc., 49 West 38 St., New York, N.Y. 10018. **See ad page 45.**

SANGRAY CORP.

Now available, a group of four **Magic Print Project Idea Sheets** that provide complete instructions, with photos, for unique projects. **Sheet 182** features a pen set made out of a decorated rustic wood cut; **Sheet 184** features raised figures of Evans Juveniles on felt, mounted on a wood plaque; **Sheet 186** shows how to make an unusual wedding or baby shower gift table cloth; **Sheet 188** shows how to make realistic oil painting reproductions complete with brush strokes. Sheets retail for 10¢ and come in pads of 25 sheets. Pads are mounted on a special card with a full-color photo of the finished project. Card comes with easel for counter display.

New **Introductory Brochure** in full color shows decorating ideas using a transferable print and a sheet of Magic Print paper. Instructions show how to lift the print from the brochure and transfer it to another surface. Purpose of brochure is to introduce technique to customer and create a repeat sales market for Magic Print paper and related kits and open-stock items.

Brochure is available at no charge with each dealer order or may be ordered separately for $5.00 per 100 brochures. It is also available with either a "Free Sample" or "25¢ Introductory Kit" on the front. Samples available free. **Booths 348, 349.**

COLONIAL CRAFTSMEN

To be featured at the Show, Colonial's new line of art prints and wood plaques. Called **"The Little Ones,"** the line has 28 miniature original art prints and 8 pine plaques. **Prints** come in vivid colors with clear outlines for easy print-cutting. Prints are lithographed on stock of proper thickness and finish for such craft techniques as decoupage and repoussée. Companion line of 8 wood **plaques** come in various decorator shapes sized to the prints.

For strong point of sale appeal prints will be individually packaged in colorful polybags with headers. Plaques will be plastic wrapped and attached to a full-color display card showing uses for the plaques plus suggestions on how to combine prints and plaques for different decorative uses. Prints are 3x3½ in., pre-priced at 35¢ retail. Plaques are 4x4 and 3½x5½; $1.49 retail. **Booth 538. See ad page 97.**

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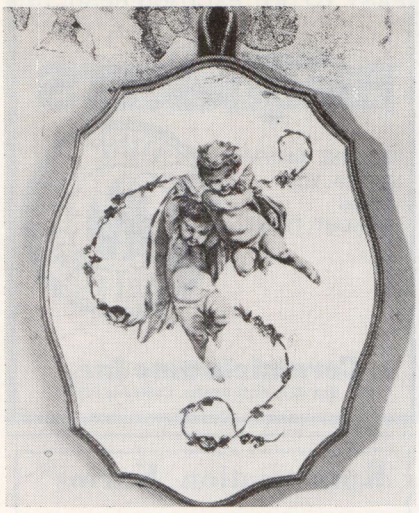
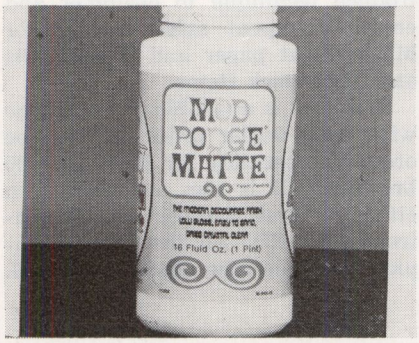


Connoisseur Studio, Inc. will be offering a number of new craft kits and products in 1974. Included are two new **Decal-It Dome kits** that feature polyester plaques that can be decorated in just a few hours using Decal-It, Crackle-It, and by adding color accents. The two domes are a bread-board shaped plaque with kitchen themes and a plaque with 18th century cherubs (shown finished). Each kit has a choice of two colored prints for adhering to the plaque as a transfer. Kits also include Treasure Gold Paint Wax, Royal Parquet Wax, Magic Mount Adhesive Hanger, and directions. $3.95 retail.

Next, is a new **Mod Podge Kitchen Plaque Kit** with two 7x8½" wood plaques, a choice of 4 kitchen prints, two of which will be adhered to the plaques, 2 gold rings, Mod Podge, sponge applicators, sand paper, and instructions. Prints are Patricia Nimocks exclusives. $4.95 retail.

Another new line being introduced is **Parian Sculpture™**, ready-to-decorate miniature dimensional scenes made of unbreakable polyester resin. Line includes 18 different designs in six series: Oriental, 18th Century Cherubs, Victorian Themes, Canterbury Scenes, Cavaliers (shown), and Raphael Poppies. Parian Sculptures can be decorated with acrylic paint, stains, glazes, or paint waxes, and can be adhered to wood plaques or shadow boxes or used individually or in wall groupings.

The name Parian Sculpture derives from an ancient type of white marble quarried on the Greek island of Paros nearly 1,500 years ago. Later, in 1846, an Englishman developed a series of porcelain pieces with dimensional scenes of English life that came to be known as Parian Ware because of their similarity to Greek sculpture done in Parian marble. All pieces in the line retail at under $2.50.



Now Mod Podge comes in Matte. New **Mod Podge Matte** provides a flat finish for decoupage for easy sanding. One coat is said to equal several coats of varnish and enables the crafter to achieve a faster build-up. Like Mod Podge, Mod Podge Matte dries in 15 minutes and can be used as a glaze, glue, or sealer. Non-toxic and non-flammable, it is said to be safe for children. Comes in 8 oz, quart, and gallon sizes in unbreakable jars. Also available soon, a 6-pack of 16 oz unbreakable jars.

Three-dimensional Papier Tole is expressed in **Floral Illusions**, separate, pre-printed flower parts cutout and adhered to a raised base print and background. Technique is said to be easy even for the beginner. Crafter supplies scissors, frame, and Silicone Seal (for build-up). Kit contains base print, background, and floral pieces printed on a 12x20 sheet. Floral Illusions come in three styles: Anenomes, Chinese Blossoms, Poppies, and Apple Blossoms. $1.98 retail.

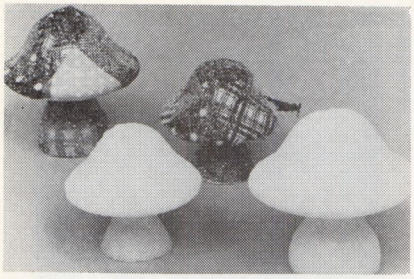
Connoisseur is also adding two new wall plaques to its open-stock **Decal-It Dome line** — a breadboard shape and a traditional round shape. Decal-It Domes are designed for use with decoupage, papier tole, and transfer-art using Decal-It. Domes are made of smooth unbreakable white polyester resin and come ready to decorate. Both boards are 3¾ inches in diameter. The bread-board retails for $1.49 and the round board for 89¢. The total Decal-It Dome line now contains eight shapes for varied wall decor treatment.

Lastly, Connoisseur is adding five new **black-and-white coloring books** to its present line of the "Colouring Workbook" by Patricia Nimocks, and "18th Century Colouring Book" by Roberta Raffaelli. Each book contains basic instructions for coloring and making projects displayed on the front cover, plus ten prints printed on one side of the page, to be colored and cutout. Each print formerly sold for $1 or more and is a Patricia Nimocks exclusive. Books are: Louis XV Figures, Nature's Mushrooms and Shells, Nature Fauna, Contemporary Group, and Guirlande et Fleurs, a book of garlands and flowers. Each book retails for $1.50.

The new books will be available February. Other craft products will be ready early in 1974.

For further information, write. Connoisseur Studio, P.O. Box 7187, Louisville, Ky. 40207. **See ad page 59.**

SNOW FOAM PRODUCTS



New Styrofoam **Mushroom Shapes** can be decorated with felt, jewels, paint, yarn, chenille, or napkins and instant decoupage for use as centerpiece, flower arrangements, etc. Two sizes: 4 in. (45¢), and 5 in. (79¢). **See ad page 75.**

PRISCILLA HAUSER

Priscilla Hauser Tole Brushes by Robert Simmons are made of red sable with seamless nickle ferrules, designed exclusively for tole and decorative painting. Brushes are designed to hold a flat edge and to execute tole stroke and blending techniques. Each brush carries a warranty against defects in material and workmanship. Display case also available.

Priscilla also announces the publication of Vol. II of **"For Whom the Brush Toles,"** with illustrated instructions and patterns for painting violets, chrysanthemums, basic roses, pears, grapes, grape leaves, and mushrooms. Book contains a number of pattern sheets, as well as 8 pages in color of step-by-step paint-along worksheets and prints. **Booth 406.**

SMITH HOUSE

Smith House Wire Sculpture comes in a do-it-yourself decorator assortment. Kits include frame, non-tarnishable copper wire, and instructions for making a decorative wall piece. Subjects include: owl, horse, abstract designs, antique autos, flower and butterfly, and a number of boat- and sailing-ship designs. Sizes are: 12x12, 12x24, 20x24. **Booth 615.**

HAZEL PEARSON

INDIVIDUAL POCKET LINER

POCKET LINER IN RACK

Now available, **Pocket Liners** for the entire "Creative American" craft book series, featuring full-color book covers and the reminder "It's Re-Order Time." Pocket liners are designed to help the retailer keep the rack in order and to prevent books from becoming dog-eared. Each liner places the number and title in front so customers can quickly scan rack for books they want. Free Liners are included with each Creative American "Hot Line." The "Hot Line" are those retailers who automatically receive a minimum of 12 each of every new craft book as they come off press. **Booths 2-7. See ad cover 2.**

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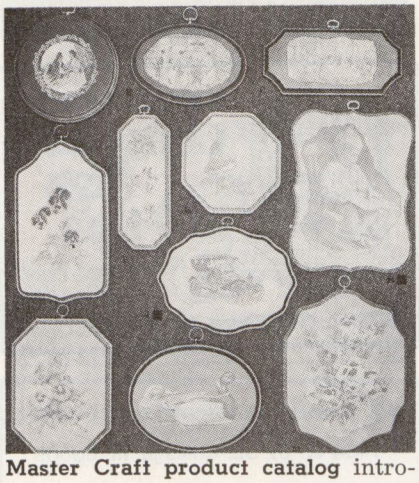
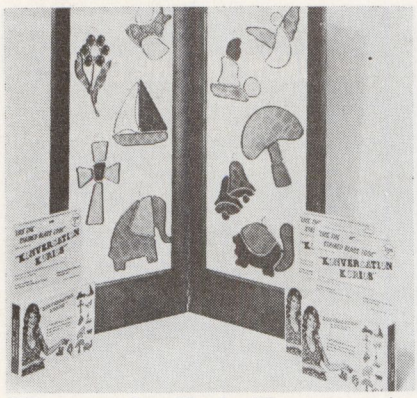
WINTERGREEN INDUSTRIES



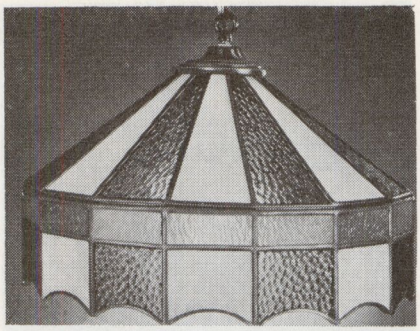
Master Craft product catalog introduces lines of hard-wood craft plaques in popular shapes to fit all standard print sizes for decoupage, papier tole, repousée, transfer-art, or for any distinctive wall decor. Plaques can be stained, painted, or finished naturally. Five groups available. **Group 1:** 3/4" plaques in 14 sizes and shapes; **Group 2:** 3/4" Mini-Plaques in 9 different shapes and sizes; **Group 3:** Mini-Plaques, 5/16 in. thick in 15 different sizes and shapes; **Group 4:** Midi Plaques 5/16 in. thick in 6 different shapes and sizes; and **Group 5:** Micro-Mini plaques in 6 different sizes and shapes, averaging 1½x1½". Plaques come individually shrink-wrapped; standard pack, 6 each. **Booth 619. See ad page 93.**

NORTHOUSE CORP.



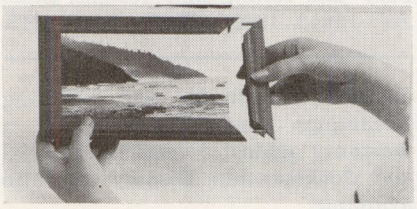
"Konversation Kurios"® are a series of six different stained-glass like ornaments for hanging or standing display. Designs are made with 1/8 in. pre-cut plastic in assorted colors fitted into genuine lead came. No soldering gun or iron needed. Came is shaped to the pre-cut pieces and then joined with Liquid Solder for a strong, durable bond. Liquid Solder is quick setting, safe, and simple to use. Each kit contains pre-cut pieces for two different designs (total of 12 in line), lead came, hanging rings, and 1 tube of Liquid Solder. **Division Area. See ad page 95.**

WHITTEMORE-DURGIN



Six new **Lampshade Kits** come in a choice of three colors. Shown is the 16-in. diameter **"Nob Hill."** Each kit contains pre-cut glass, lead channeling, and electrical and hanging hardware. (Solder and soldering iron not supplied). **See ad page 81.**

CONKLIN-FENSTERMAKER



Old World Art **"Snap-E-Frame"** sets allow user to make standard or custom-size picture frames. Each package contains two pieces of mitred vinyl wood-grained molding. Molding comes in two sizes, from 4" through 15" in length. Two packages make one frame. Example: for a 6x8 in. frame, you need one package of 6" and one package of 8". Snap the three sides together, slide picture into inner groove and then snap last piece of molding into place. **Snap-E-Glas** and backing also available. Snap-E-Glas is a clear, rigid, vinyl, unbreakable glassine which may be cut with household scissors to fit any size frame. Rotary display rack available for picture frames. **Booth 343.**

CONNOISSEUR STUDIO

"Decorate with Decal-It" how-to book on CSI's art transfer medium, Decal-It, explains many craft and decorative uses for Decal-It. Decal-It is an adhesive, sealer, and transfer medium. When combined with companion products **Crackle-It, Age-It,** and **Protect-It,** gives the crafter a range of textures for fashion items or home decorating accessories. Book includes ideas for making lampshades, bell pulls, purses, heirloom books, and candle decorations. Instructions are also included for working on wood, foil, cloth, metal, glass, and fabric. $2.00 retail. **Booth 124-129. See ad page 59.**

MICROFLAME

New **Microflame Metalsmith Kits** come complete with all materials needed to make a sculpture project using Microflame's **Miniature Gas Welding Torch.** Kits come with brass sheets, cutout patterns, and instructions. The **Jungle Elephant kit** (shown) measures 6" long and is the first in a series of kits now being designed. Kit not only helps retailers introduce the Microflame torch to new customers, but gives those who already own the torch a unique way to learn sculpturing techniques. For details and catalog, see display at **Booth 560.**

CRAFTICS

Craftics offers a **complete line of tools** for working with Lucite, Plexiglas, Acrylite, and other acrylic plastic materials. Tools include polishing & scratch removal kit, cutters, cements, cement applicators, strip heaters, and a set of specially-ground drills. Firm also has a line of do-it-yourself kits for wine racks, chess boards, and chess sets, and project sheets, blueprints, and manuals. Special floor and counter displays available for various products. **Booth 542.**

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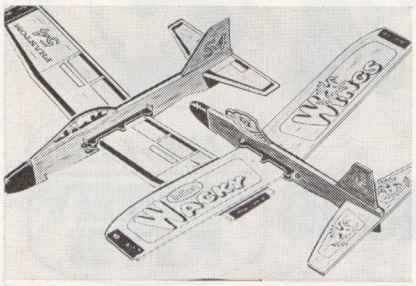
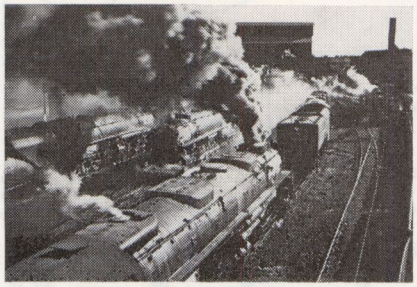


Ready-to-fly **Guillow #70 folding wing gliders** have patented wing folding action, are sling-launched, and have Phantom 54 military design. Average flight: 50 feet high, 250 feet out, 1/3 minutes in the air. Package age-coded, 10 years old and up. Twin-pack display for counter or rack takes up only 6½x10x10 inches of space. **Booths 73, 74. See ads pages 101, 104.**

LYMAN E. COX



Along with its line of Vanishing Vista Post Card reproductions of famous railroads, and the "Thunder & High Iron" 1974 decorative collector's calendar, Lyman E. Cox offers a line of **framing prints** selected from the finest pictures in the Vanishing Vistas series of railroad subjects. Self-matted, with title, and description, prints retail for $4.95 ea. Shown is FT-169 19x23-in. **"Steam of Laramie,"** showing Union Pacific steam locomotives grouped at the Laramie terminal. **Booth 507.**

CALIFORNIA HOBBY

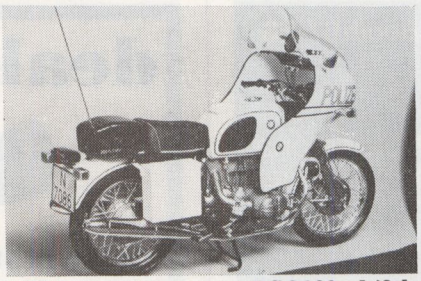
Forty-eight-page **"Ships & Boats" catalog** presents many of the well-known lines of boat and ship kits in plastic and wood: included are Billing, D.M.I., Dumas, Marine Models, Model Shipways, Scientific, Ships a-Sailin', and Sterling.

Plastic lines include: Bachmann/Fujimi, Entex, Frolic Friends, Minicraft/Hasagawa, Nichimo, Otaki, and Revell. Each model is shown and described, with price. Also included are cannon kits, decorative paintings, books, paints, tools. Catalog carries a $1 retail. Write: California Hobby Distributors, 415 S. Palm, Alhambra, Calif. 91803.

MODEL RECTIFIER CORP.

Three of the many new MRC/Tamiya plastic model kits to be released at the Hobby Show are: **MT136 1/35th scale Panzer Kampfwagen III Ausf. M/N** comes complete with motor and military commander figure.

Second armor kit is **MT137 1/35th scale Sturmgeschuet III,** has realistic tread patterns, commander figure, and motor. Armament is fully detailed and authentic decales are included.

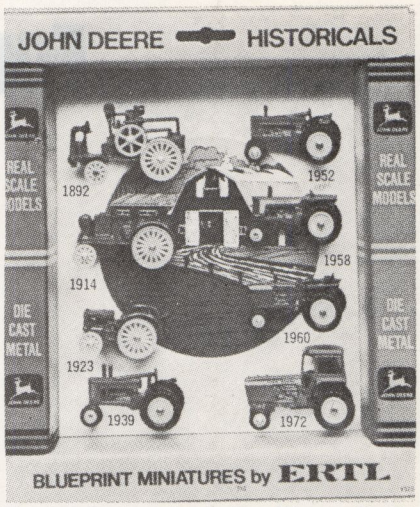


Third kit is the **BSO606 1/6th scale BMW R75 police motorcycle** with movable front suspension, rubber-like damper boot, removable wheel with motorized shaft, side stand with return spring, and other moving and turning parts. **Booths 18-24. See ad cover 4.**

CENTURI ENGINEERING

Nomad (KB-5) model rocket kit is modeled after a U.S. Navy anti-aircraft rocket. The 18-in. rocket features a large 2-color decal sheet, die-cut fins, and realistic "spec plate." Model reaches speeds of more than 250 mph in vertical flight. $2.50 retail. **Booths 144, 145.**

THE ERTL CO.



To be featured at the Show, Ertl's "Blueprint Replica"™ scale model kits and their "Blueprint Miniatures"™ plastic kit line includes models of famous name farm and construction equipment. The Miniatures line features famous name die-cast metal collectibles of both historical and modern farm tractors. **Booths 367, 368. See ads pages 22-23.**

MPC

New **12-page catalog** presents MPC's line of new plastic model kits. Included are the Walt Disney's Haunted Mansion Series; the Super Stocker Series of stock racing cars; the Switcher Series of car kits that can be made into a variety of versions; and the Profile Series of World War II bombers: the Heinkel He177 "Grief," Boeing B-17G, Avro Lancaster, and Handley Page Halifax. **Parlor R. See ad pages 35-36.**

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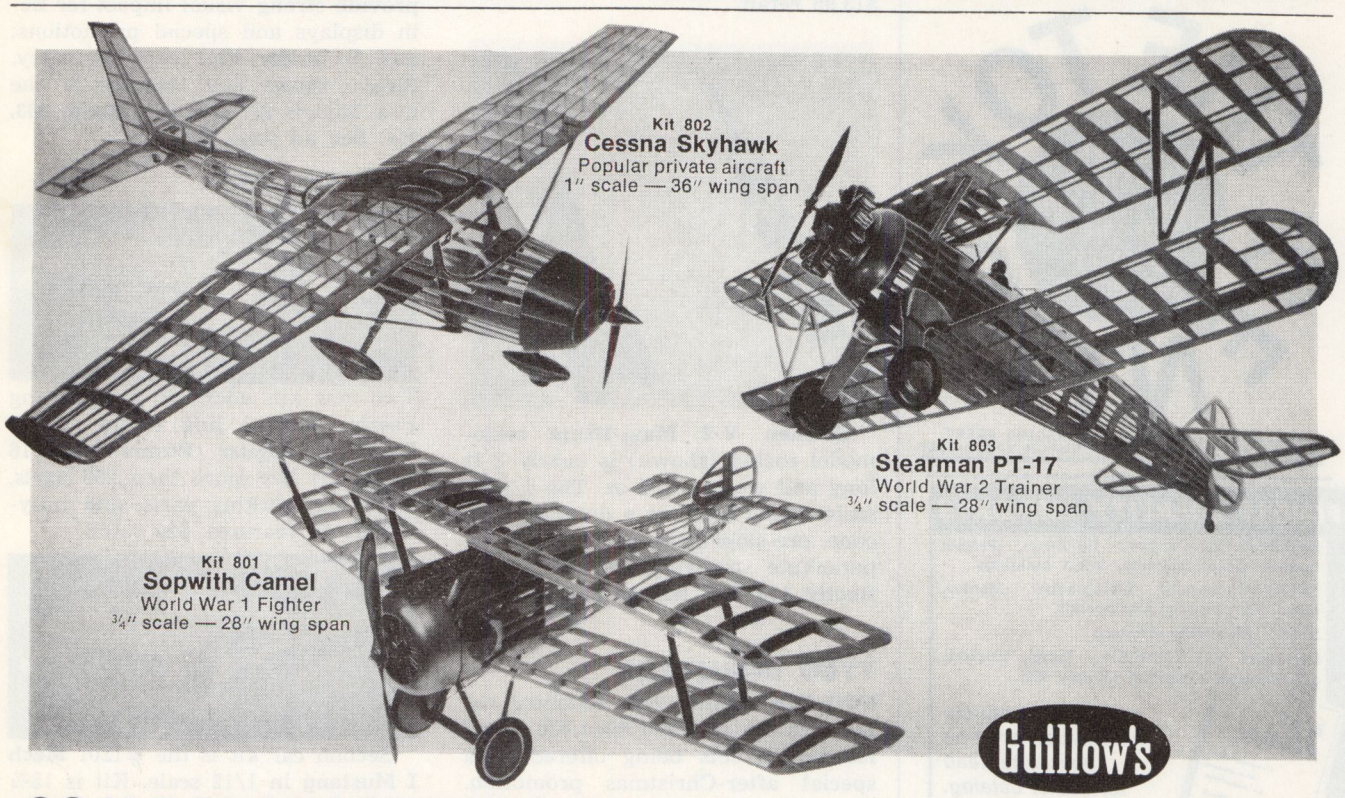

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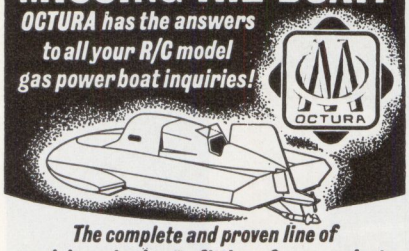

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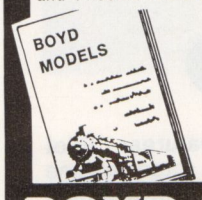

For complete information write on your letterhead for dealer catalog. It will be well worth your time.

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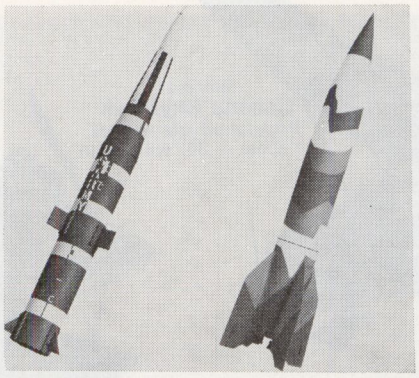
ATLAS TOOL CO.

First in a new series of **N-gauge diesel** locomotive is the **N-Gauge-F9** which features an Austrian-built, long-life motor, 8-wheel drive and electrical pickup, heavy die-cast mainframe. Loco comes in six road-names: 4041 ATSF; 4042 UP, 4043 GN, 4044 Amtrak, 4045 CNW, and 4046 CP Rail. $20.00 retail. **Booths 90, 91. See cover page 3.**

ESTES INDUSTRIES

First three model rocket kits for 1974 are the Scissors Wing Transport, Pershing I-A, and the German V-2. The **Scissors Wing Transport,** nearly 23 in. long with a 16 in. wingspan, is launched like a rocket with wings parallel to the body. At peak flight, wings open to glide position. $3.95 retail.

The **Pershing I-A Maxi-Brute** (shown) is a 1/10th scale model of the U.S. Army's surface-to-surface missile now deployed by NATO forces in Europe. Nearly 3½ ft long and weighing more than 11 oz., model has 24 in. parachute recovery. $13.95 retail.



German V-2 Maxi-Brute scale-model rocket (shown) is nearly 3 ft long and weighs 12.5 oz. The 1/19th scale model features a detailed nose cone, pre-sloped fins, and dual 24 in. parachute recovery. $13.95 retail. **Booths 180, 181. See ad page 106.**

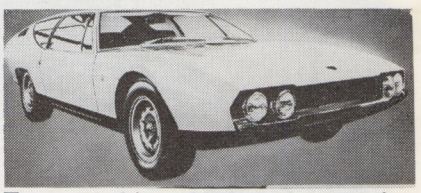
TYCO INDUSTRIES

SOO line engine with matching caboose is one of three Alco 430 diesel locomotive sets being offered in a special after-Christmas promotion. The HO scale loco comes lighted, ready to run. Other matching engine/caboose sets in this limited offer are the Chessie System and the Illinois Central Gulf. **Parlor F, Booths 30-39. See ad page 106.**

DREMEL MFG.

Four-color merchandising sleeve and carrier for kit versions of Dremel's new Variable Speed Moto-Tools is designed to show how tools are used; to give kits high display visibility; provide strong visual impact for tie-in displays and special promotions; and to make kits easy to carry. Sleeve shows key features of the new Models 371 and 381. **Booth 363, 364. See ad page 60.**

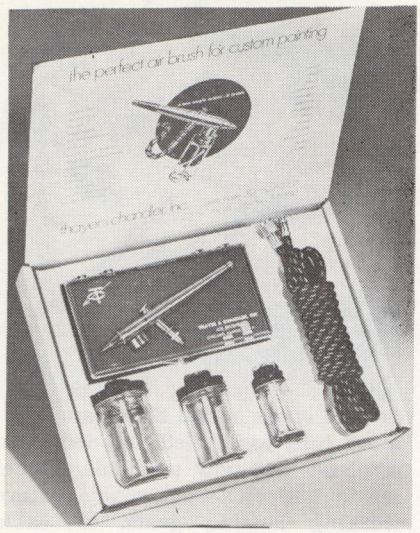
PEERLESS CORP.



Two new kits added to the growing Peerless/Oataki line is the #1603 **Bertone's Jaguar Pirana** in 1/16 scale. Kit has more than 250 parts, including working parts, and fully-motorized features. $20 retail.

Second car kit is the #1201 **Mach I Mustang** in 1/12 scale. Kit is 15¾ in. long, fully motorized, and has more than 480 parts. Operating features include full working suspension system, operating doors, hood, and trunk, and working headlights. $40 retail. **Booth 108.**

THAYER & CHANDLER

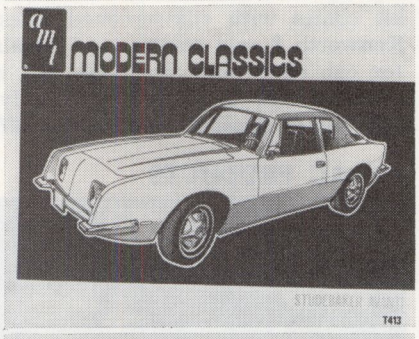


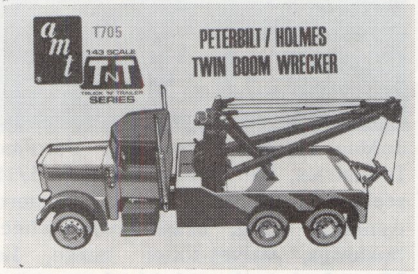
Model E Airbrush kit features a versatile airbrush for hobby, art, and craft uses. Airbrush handles all types of paint and can be easily adjusted from fine line to broad stroke. Airbrush, hose, and 1-, 2-, and 4-oz. jars are included. $37.95 retail. Firm also offers a range of other airbrushes, both single and double action, compressors, and varied accessories. **Booth 536. See ad page 101.**

LOWRY ENTERPRISES

Newest addition to the Guidon Games line for military and history buffs is **"Atlanta."** Game is said to be a realistic recreation of the historic Civil War campaign that brought Sherman to fame and insured the re-election of Lincoln. It is a game of strategy, not luck, says the company. Each player maneuvers the historic units over a map of the area where the actual campaign took place in 1864. Price, $6.95.

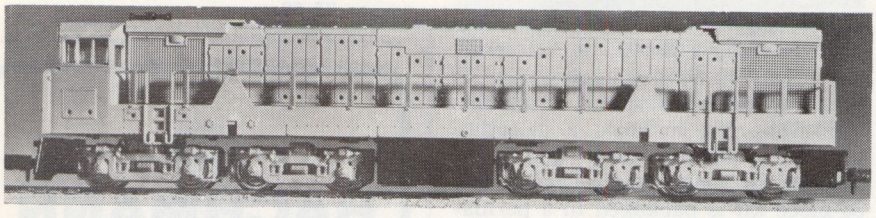
AMT CORP.





AMT will announce more than 50 new kits at the 1974 Hobby Trade Show. According to the company, all categories in the line will be added to. Among new items are: the Ford Mustang II; "Modern Classics," a series of outstanding cars of the post-war era; speedway stock cars including Roger Penske's new AMC Matador; two of Penske's newest Indy championship racers; new "Star Trek" kits; more "Street Rods"; and the new "Frameups" series of sports-oriented wall-relief kits. Shown: from the "Modern Classics Series," the **1957 Ford Thunderbird** and the **Studebaker Avanti;** and in the TNT 1/43 scale series, the **Peterbilt/ Holmes twin-boom wrecker. Parlor A.**

JMC INTERNATIONAL



Among JMC's broad line of model railroading products is this **N scale model of the U-50 5,000 hp diesel loco.** The U-50 model has 4-axle drive with 4 axles articulated to travel through ½4 switches and 9¾ in. radius curves. Road names available are Union Pacific, Southern Pacific, and undecorated. $49.95 retail. **Booth 376.**

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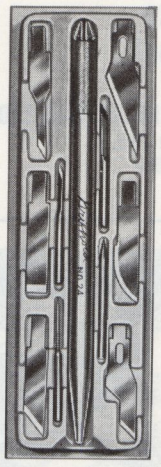

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This eleven piece kit comes attractively blister carded like kits shown below and is very popular with the professional and hobbyist.

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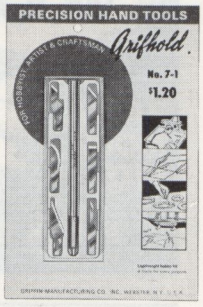

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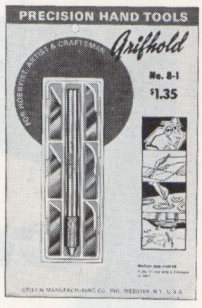

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Booth 157
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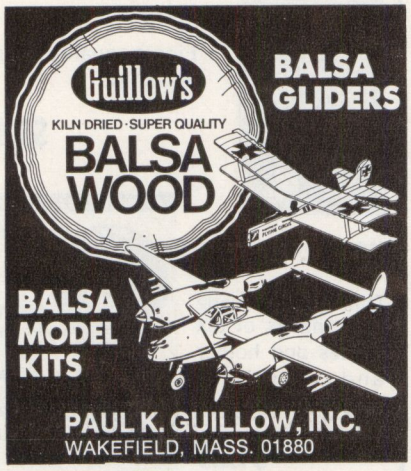

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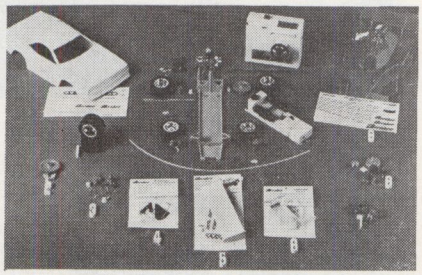
WM. K. WALTHERS

To commemorate the 40th anniversary of Model Railroader magazine, Walthers has issued a special **Ulrich van kit** in HO scale. The all metal kit comes with silk-screened sides, Kenworth 3-axle tractor, and decals for cab doors and van ends. Kit is available for a limited time only. $4.85 retail. **Booth 69. See ad page 107.**

JOMAC PRODUCTS



JoMac Products, formerly Jerobee Industries, has released a new **1/12 scale R/C Car kit,** featuring an aero dynamic wing, brass front wheel bushings, velvet-touch brake, Le Mans fuel tank and trued rear-racing tires. Also, kit includes a high-performance engine Challenger cycloc body, lexan chassis, extra set of wide front and rear "glued and trued" tires, plus other extras. Car comes with 60-day guarantee and retails for $145.00. Car body available separately at $7.95. **Booth 171.**

WELLER

Weller Mini-Shop, high-speed tool, is powered by a 25,000 rpm universal motor said to have enough power to shape or cut wood, metal, or plastic. Mini-Shop kit includes a selection of bits, polishing pads, and compounds for metal and plastics. The 38-piece kit is packaged in a permanent accessory caddy and comes with an instruction book that shows and tells how to operate the Mini-Shop. Weller, The Cooper Group, Apex, N.C. 27502.

ASSOCIATED HOBBY MFRS.

Second series of **SM Showcase miniature** fully-assembled and decorated airplanes are now available. Planes are in 1/87 HO scale; many feature working landing gears, moveable propellers, elevators, ailerons, and rudders. $71.28 assortment includes six pieces each of seven models, each retailing at $1.98. Planes come packed in clear plastic box with rack holder. **Parlor S. See ad page 106.**

MPC

MPC introduces a character line based on a popular attraction in Disneyland and Walt Disney World, called **"The Haunted Mansion."** Each kit in the series of plastic scale models is an entire scene and each features "Zap/Action." After the model is built, the touch of a button releases the action in which the figures in the scenes perform various movements. The series includes four kits with 1/12 scale figures of grave diggers, ghouls, vampires, and other assorted "weirdies." Each kit is developed around a story, as indicated by the kit names: Escape from the Crypt; Play it Again Sam; The Vampire's Midnight Madness; and Grave Robber's Reward. **Parlor R. See ad pages 35-36.**

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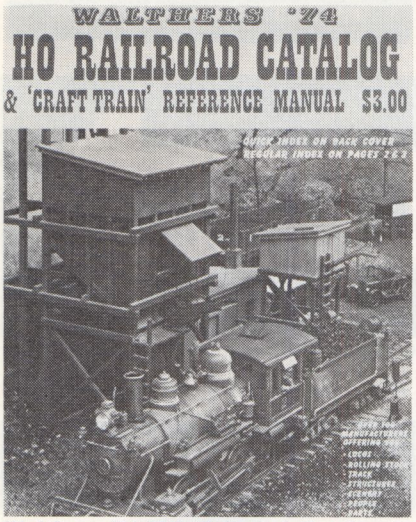
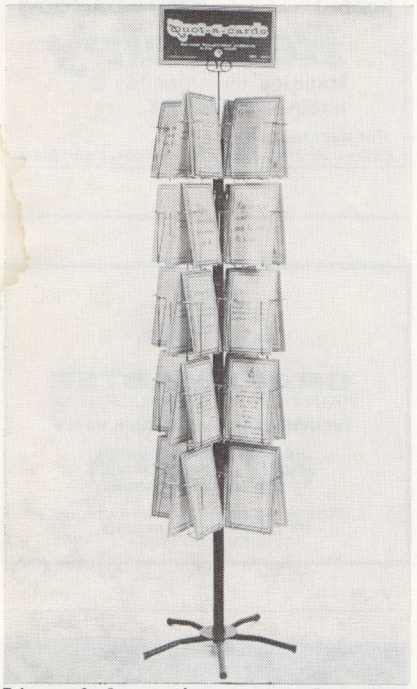


Walthers '74 HO Railroad Catalog & Craft Train reference manual ($3.00) features products offered by over 100 manufacturers. Included are locos, rolling stock, track, structures, scenery, figures, parts, electrical materials, tools, paints, books, collectables. The 208-page catalog shows many of the products, along with description, order number, and retail price. Quick Index on back cover makes it easy for consumers to locate items of interest. **Booth 69. See ad page 107.**

STEVENSON INDUSTRIES

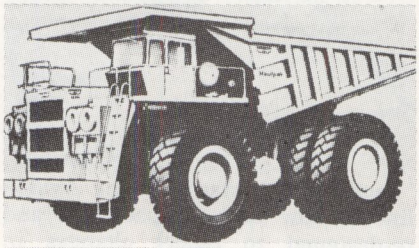


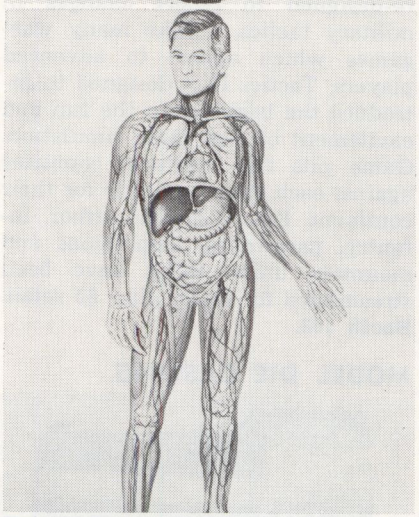
Line of decorative postcards called **"Quot-a-Cards,"** size 6¼x9¼, come in four colors: orange, olive green, brown, and purple. Forty different subjects; each card retails for 25¢. Free revolving display rack available on initial order of 1,000 cards. Total retail value, $250; dealer cost $125. Full freight allowance. **Booth 543.**

BACHMANN BROS.

U-36B "Spirit of '76" train set in HO scale is said to be the first true-to-prototype model of the '76 locomotive. The 5-car set includes a tanker box car, coal car, flat car with two piggy-back vans, and a caboose. The '76 locomotive will also be available in open stock. **Parlors K, L, M. See ad pages 55, 104.**

LINDBERG PRODUCTS





Being featured at the Show, a broad line of plastic model kits including: the **Mighty Movers earth moving kits** ($2 each); the recently-acquired **Natural Science Series** of plastic model kits — visible human body, human skull with display stand, life cell with plant and animal life, and other human biology kits. **Booths 88, 89.**

BADGER AIR BRUSH

Catalog shows complete line of hobby and professional air brushes and accessories, including brushes, air hose, color cups, "Propel" propellant cans for spray purposes, and a selection of kits in different price ranges to fit varying art, craft, and hobby needs. **Booths 67, 68. See ad page 99.**

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25th Edition of the Auto World catalog **"1974 Model Cars"** with 148 pages presents thousands of items for the model builder and home racing fan. Covered are HO model car racing sets, cars, track, parts, bodies, controllers, maintenance, buildings, figures and scenery; 1/32 and 1/24 model car racing cars and equipment; model car kits in a wide range of scales; collector's items, model building supplies; plus various hobby and motor sport items of interest to both modelers and fans. **See ad page 105.**

AVALON HILL

"Tactics II," a staple in the Avalon line is now back, re-packaged and re-designed to reflect changes in military tactics. Unlike many war-games which appeal to advanced players, Tactics II is designed to introduce the beginner to the fun and excitement of war-game simulation. Game pits two mythical countries against each other in battle for their continent. Forces include armor, infantry, paratroops, amphibious and mountain units. Rules have been streamlined for faster play. $5 retail. **Booth 183.**

MODEL DIE CASTING

New "Roundhouse" series of **HO scale Harriman Passenger Cars** come in Multi-Packs of three car kits: observation car, coach, and baggage car. Series is said to be engineered from official Common Standard Car Co. blue-prints, circa 1910. Kit features separate attaching roof; body painted in two-tone schemes with gold striping and finished with varnish; under-body detailing with between body weights; and 4-wheel pullman trucks and NMRA couplers. Packs, $12.50 each. Individual kits, $4.95 each. **Booth 78.**

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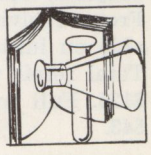

ARTIS CRAFT SHOWS

Temple City, Calif.—Craft designer, publisher, and manufacturer, **Artis, Inc.** is launching a traveling **consumer craft show** to be presented in a number of major cities throughout the country. Headlining the show will be Artis/Aleene Eckstein.

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New Orleans, La., Thurs., Feb. 21
Miami, Fla., Sun., Feb. 22
St. Pete, Fla., Tues., Feb. 26
Atlanta, Ga., Thurs., Feb. 28
Montgomery or Birmingham, Sat., Mar. 2
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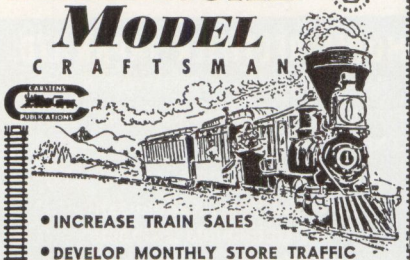

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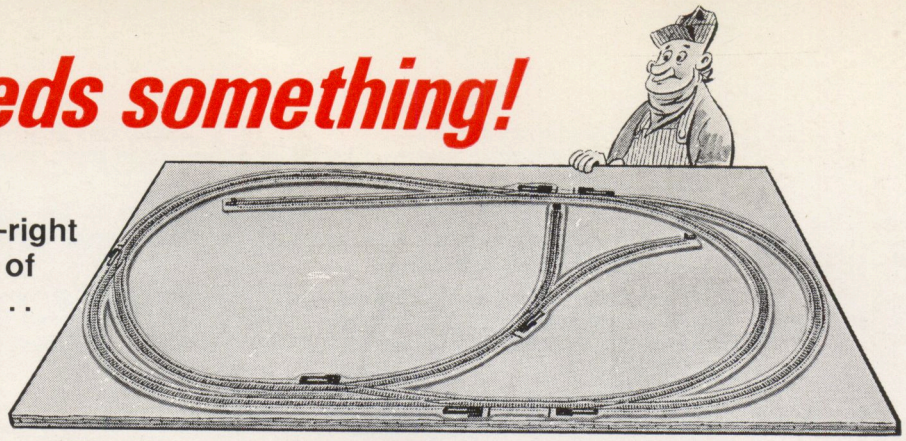

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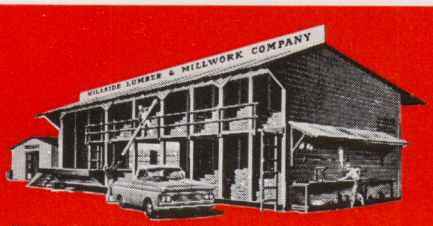

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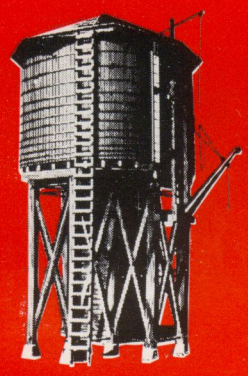

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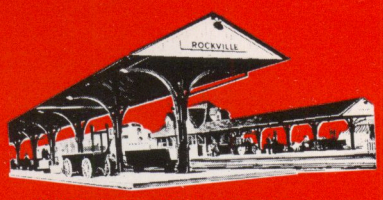

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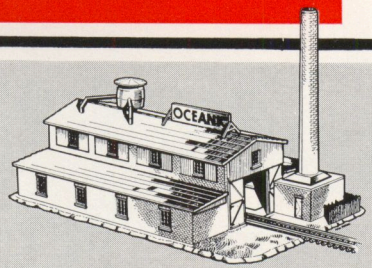

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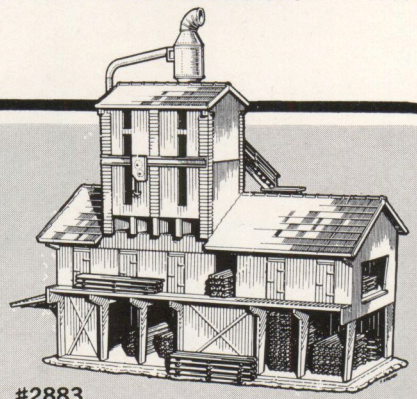

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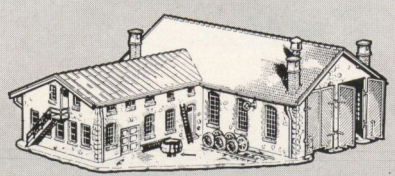

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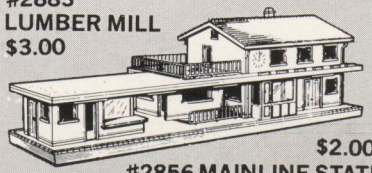

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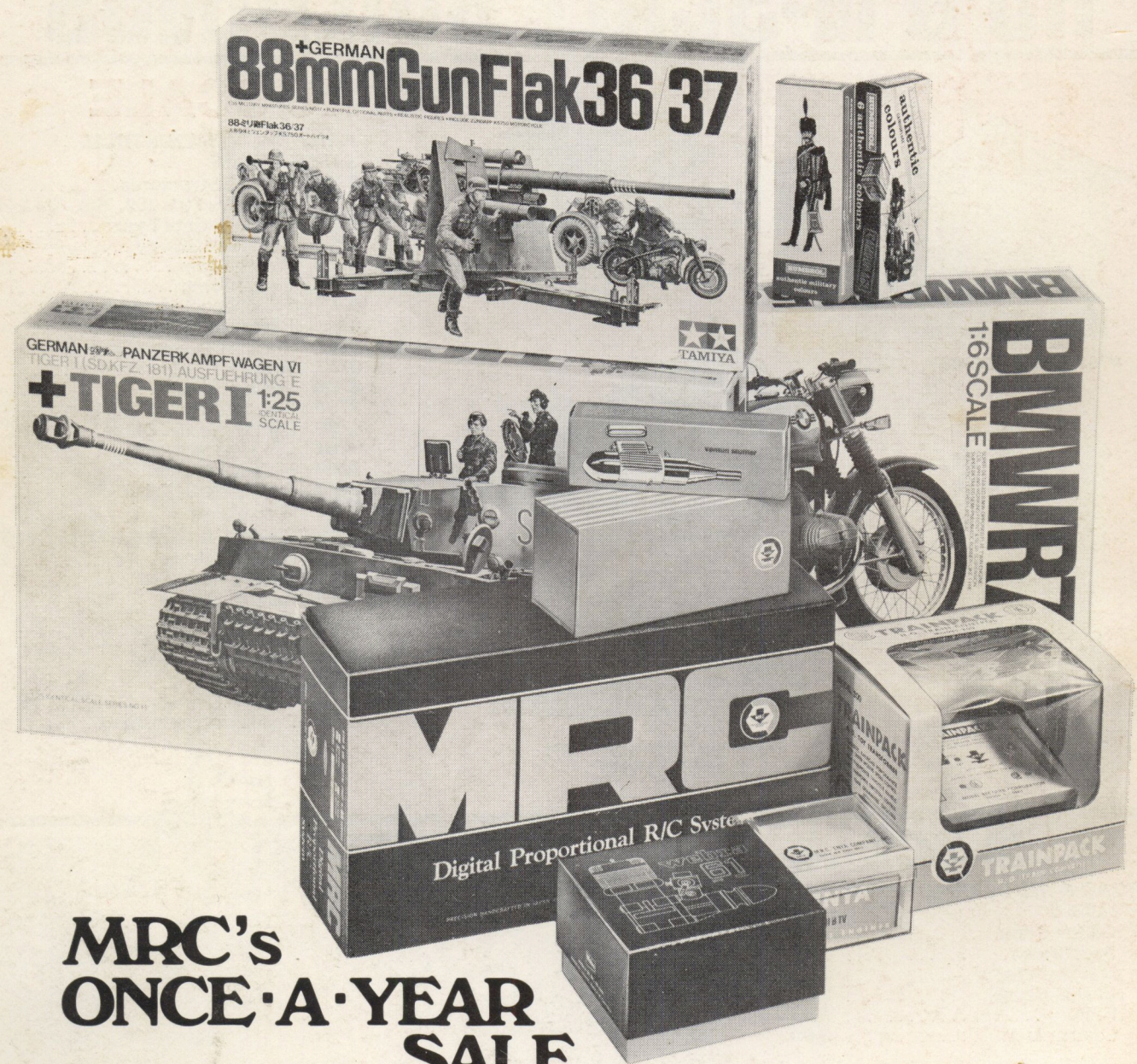

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